CRYSTAL (JOB CRYSTAL)
CASE STUDY

How Job Crystal used Crystal the AI Recruitment Machine to find, source and screen a candidate for their client Retail Capital.

Retail Capital

Crystal was created to help SME's hire simply better and faster, she uses AI, Machine Learning and NLP to search through an active database from Job Crystal, AND to search a passive database of 34million South Africans to give 10 candidates that suit a Job Description. Allowing for a job to run for 30 days to screen all applications - saving more time in the recruitment process.

Retail Capital, a funding partner to the SME industry in South Africa were looking to find and hire an Affiliate Manager. Within hours Renata Coetzee was found by Crystal, along with 9 other applicants. Retail Capital selected 3 candidates from the 10 and interviewed each candidate. Renata's skill set and experience were well suited for the role and she joined the Retail Capital team on the 17th of January 2022.

The AI Recruitment machine saved around 24 hours for Retail Capital as now receiving 10 candidates upfront and not wasting time for their HR/People Team to search on different job portals, and not required to review any applications. Giving their HR team the ability focus on the person, not the process.

Renata Coetzee
Affiliate Manager
@ Retail Capital

"Having had Job Crystal as one of our recruitment partners over the past 6 years, we have always received exceptional support and personalised service, but Crystal just raised the bar taking smart recruitment to the next level"

Erin Louw,
Head of People @Retail Capital

APPROACH

Having 3 candidate bases is revolutionary
Having 1 system search an active database, including the largest passive base and then screening applications saves around 24 continuous hours for an SME.

Job Description
Having the correct and detailed Job Description detailing the job correctly and accurately was ensuring to start where you want to finish.

Integrated tools
Like salary benchmarks (which are free) and background checks make it simple and easy to find all in one system.

Easy to use system
The system being UI/UX friendly saves from having to be trained on a complex system.

1 HOUR to find 10 candidates

2 DAYS to place the candidate

24 HOURS saved in finding, screening &sourcing

RESULTS & CONCLUSION

Having a recruitment tool that can search all candidate databases, not just one and having an AI tool do it all for you is a game changer in the industry. Using a Job Description to match to a CV ensures that for clients and candidates no time is wasted and no-one needs to recapture any details. The system has proven it can find the right candidate for this Job Description.