



CASE STUDY

Comcast Corporation is one of the nation's largest residential video, high-speed internet, and phone providers, with 31.9 million customer relationships.

Comcast's 190,000 employees deliver security and automation services as well as wireless cell phone service under the brand Xfinity Mobile.

Case Study: Comcast + Modern Hire

Challenge

Comcast's traditional hiring workflows were manual, highly administrative, and lacked an engaging, positive candidate experience. To update its hiring process, the company began a Future of Work initiative aimed at connecting Comcast with its candidates in new ways by blending digital ease and human interaction for superior hiring experiences.

The new, centralized hiring solution would need to meet the diverse hiring needs and goals of Comcast's four autonomous divisions. Prior, each division had its own hiring process and metrics. The newly formed Talent Experience (TX) team would need to build buy-in for hiring transformation from leaders in each division.

In addition, the TX team needed to consider the needs, interests, and goals of Comcast's candidates. Many of Comcast's applicants are also its customers, so it is vital that candidates enjoy the hiring process and feel as though they are treated fairly and with respect, regardless of whether they are hired or not.

Solution

Combining new technologies with human elements has created a better hiring experience.

Comcast and Modern Hire collaborated to overhaul the entire hiring workflow to modernize the process and enhance hiring experiences. The first step was implementing a Virtual Job Tryout® assessment. Modern Hire's analysis identified job-relevant items including situational judgment, multi-tasking, problem-solving, and more. Job simulation exercises were designed in a mobile-first format with gamified and storyline elements. Since launch, the validated assessments have evolved and are continuously updated by Modern Hire.

Traditional phone screens were replaced with on-demand video interviews, enabling recruiters to efficiently review interviews and to provide candidates with an engaging experience. Using the Modern Hire intelligent platform, Comcast created branded waiting rooms and video content for a personal interview experience that allows candidates to learn more about working at Comcast.

To significantly decrease the team's administrative work, Modern Hire and Comcast implemented automated scheduling, which gives candidates simple control over scheduling their interview. By integrating with Outlook calendars, Modern Hire's automated scheduling enables recruiters and interviewers to easily share their free/busy availability in real time without maintaining calendars in two systems.

The hiring overhaul also redefined live video interviews. Candidates can self-schedule and participate in live video interviews using the Modern Hire intelligent platform. This virtual interviewing capability proved to be crucial during the COVID-19 pandemic in 2020, when internet use surged and Comcast needed to be there for its customers. Between February and early June 2020, Comcast conducted nearly 4,300 live video interviews.

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Top scorers sold
**10%
MORE**
In their first year.



Results

Comcast has transformed business performance with its modern hiring workflow:

- Candidates who scored in the top 20% on the assessment sold approximately 10% more in a year than those scoring in the bottom 40%. If Comcast hired only top scorers, sales would increase by a projected \$11,000,000.
- Since launch, candidates have completed more than 18,000 on-demand interviews, saving the TX team 22,000 hours as they review and advance qualified candidates.
- Nearly 8,300 candidates have self-scheduled interviews, reducing the team's administrative time for scheduling by 70%.
- Comcast has saved roughly \$500,000 in traveling costs using live video interviews.

In 2021, Comcast earned a Human Resource Management (HRM) Impact Award from the Society for Industrial and Organizational Psychology (SIOP) and SHRM (Society for Human Resource Management) and their foundations for its Future of Work initiative.

The hiring workflow enabled by Modern Hire's intelligent hiring platform has also enhanced candidate experiences:

- 99% of candidates say the Virtual Job Tryout provided them with a better understanding of the role.
- 98% of candidates say they are better equipped to determine if the Comcast role they applied for is right for them.
- 99% of candidates would gladly tell their friends about employment opportunities at Comcast.

Seriously better hiring through better prediction of job performance and fit

Modern Hire's intelligent hiring platform transforms each step of the process with screening, assessment, interview, and workflow automation tools that make hiring more effective, efficient, ethical, and engaging. Modern Hire is differentiated by its advanced selection science and is trusted by more than 700 leading global enterprises and nearly half the Fortune 100.

Find out more about Modern Hire's commitment to seriously better hiring.

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