

## **Hire Rate Case Study**

### **Background:**

Voices.com is the leading platform that connects voice actors to clients looking for the right voice for their jobs, spanning from advertisements, educational content, and explainer videos. Clients post jobs on Voices.com's platform, after which, relevant talents are invited to audition, and clients can choose to hire talent that auditioned and provided a bid for their services. If the client chooses to hire a talent, the job is considered hired, and the talent proceeds to execute the voiceover work. A client can only hire one talent for a job. Hired jobs are the core economic units of Voices.com. They indicate the number of successful matches between client and talents on the platform, as well as Voices.com's revenue of which a portion is derived from a 20% markup on what the talent gets on each transaction. Hire rate is the percentage of jobs posted on the platform over a time period that are hired. Voices.com's hire rate lies within the range of 60-70%. Increasing hire rate can be an attractive leverage point to increase hired jobs, as client's who have posted unhired jobs have already indicated a potential demand, and there is extensive data that can be used to identify why the jobs didn't hire.

In order to increase hire rate, Voices' leadership team needs the analytics team to analyze results from an A/B test, dive into transactional data, and put the pieces together to provide a comprehensive recommendation along with forecasted hire rate improvements.

### **Questions from the Leadership Team:**

1. Will an update to the Voices.com's response page increase hire rate?
2. Are there any additional findings we can get from our job data?
3. What should we do?

Notes: Feel free to share your answers to these questions in any format(s) you see fit (i.e. Excel, Word).

### **Additional Information:**

1. Response Page A/B Test

Once a client posts a job to Voices.com's platform, they are able to receive auditions for that job from talent. These auditions show up on the Response Page, where clients can listen to, shortlist, and hire talent for their job. Here is a sample screenshot of the Response Page.

# Job Title Name

Job #284480

Job Posting
Responses
Agreements
Payments
Files
Reviews
Messages

My Shortlists

Show
Hidden
Sort
VoiceMatch™

<input type="checkbox"/>	<div> Dominic Lara 5 stars </div> <div> 0:00 0:00 Like Show </div> <div> Open Proposal </div>	\$150.00 <div> Message Hire </div>
<input type="checkbox"/>	<div> Clinton Logan 5 stars </div> <div> 0:00 0:00 Like Show </div> <div> Open Proposal </div>	\$150.00 <div> Message Hire </div>
<input type="checkbox"/>	<div> Benjamin Baldwin 5 stars </div> <div> 0:00 0:00 Like Show </div> <div> Open Proposal </div>	\$150.00 <div> Message Hire </div>

The product team is looking to improve the user experience of the response page. This includes several changes to the Response Page shown below.

# Job Title Name

Job #284480

Job Posting
Responses
Agreements
Payments
Files
Reviews
Messages

Shortlists
Add your favorite responses to a shortlist and share it with others.
No Shortlists Created
Create Shortlist

Show All
Sort VoiceMatch™

Stella Trafford
New
5 stars

0:00
0:00
Add to Shortlist

Open Proposal

Luna Leo
5 stars

0:00
0:00
Add Agreement

Open Proposal

Percy Parker
5 stars

0:00
0:00

Close Proposal

Proposal
Enclosed is my read for Scot Forge 125 video. I have extensive experience in voice overs as well as on camera and video production. I record in my own studio with the latest equipment for state of the art audio quality. I welcome client input and directed sessions on Skype, phone or Source Connect. ISDN is also available.
My bid is below, I look forward to working with you.
Thank you,
Sean Smith

In the new version, clients have improved shortlisting functionality, new button icons, and a slightly leaner layout. The product team is hoping this version will improve the hiring process for clients.

With help from the analytics team, the product and development teams develop an A/B test to compare the performance of the two versions. A/B versions are assigned on the client (member\_id) level. After client's post a job, they can then interact with the Response Page. Different types and entries of Response Page interactions, called events, are captured. After three weeks, the test is concluded and is ready for analysis. The data has been provided in a xlsx format with a dictionary.

## 2. Voices Job Data

A sample of Voices.com's posted jobs have been attached in xlsx format including an identification of whether the jobs were hired, a variety of other client and job level information, and a data dictionary.

### **Keep in Mind:**

Try and show as much of your work as possible so the leadership team can follow your logic. They are looking for data driven analysis that comes with a consideration of the business and qualitative side and has a call to action. Do what you can, given the time period and information available. The leadership team will find any efforts valuable and do not expect every stone to be turned. Make sure you understand the objective, structure of the data, and make educated assumptions. If required, please ask up to one question to the HR team. Good luck!