Case Study: Apparel Group Cuts Hiring Time from 42 Days to 5 Days with Mopid's Agentic Recruitment Platform

Client Overview

Apparel Group is a global fashion and lifestyle retail conglomerate headquartered in Dubai, operating over **2,200 stores** across 14+ countries with a portfolio of 80+ brands. Their recruitment team hires thousands of employees annually to staff new stores, manage seasonal spikes, and scale across multiple geographies.

Challenge

1. **Long Time-to-Hire** – 42+ days on average, slowing store openings.

2. **High Recruiter Workload** – Thousands of CVs manually screened per role.

3. **Fragmented Systems** – ATS and communication tools weren't fully integrated.

Solution

Apparel Group deployed **Mopid's Agentic Recruitment Platform** with Oracle Cloud HCM integration:

- **Autonomous Screening Agent** – Instantly filters and shortlists candidates.

- **Interview Agent with Psychometric Analysis** – Conducts structured, role-specific interviews combined with personality, cognitive, and behavioral profiling. Automatically generates a **psychometric scorecard** alongside interview notes, enabling deeper cultural and role fit assessments.

- **Scheduling & Coordination Agent** – Books follow-ups automatically across time zones.

- **Candidate Engagement Agent** – Personalizes communication and updates.

Results (first quarter)

Metric	Before Mopid	After Mopid	Improvement
Average Time-to-Hire	42 days	5 days	**-88%**
Recruiter Hours per Role	~15 hrs	<2 hrs	**-87%**
Candidate Response Rate	56%	89%	**+59%**
Seasonal Ramp-Up	8 weeks	2 weeks	**4x faster**
Initial Interview Coverage	100% manual	80% handled by Mopid	**20–25 recruiter hrs/week saved**

Impact

- **Revenue Protection:** Faster hiring ensured stores opened on time for peak seasons.

- **Recruiter Productivity:** Freed recruiters from repetitive screening calls and scheduling tasks.

- **Consistent Hiring Quality:** Interview Agent ensured structured, bias-free initial assessments across all regions.

- **Enhanced Candidate Experience:** Clear, consistent communication improved employer brand perception.

Key Takeaways for Enterprises

- **Interview automation** is the missing link between speed and quality in hiring.

- **Agentic AI** enables consistent, bias-free, scalable hiring across multiple geographies.

- **Integration-first approach** means zero disruption to your existing ATS.