

# Scheduling Interviews

## Objective

To streamline the interview scheduling process through automated reminders and targeted follow-ups, aiming to maximize candidate participation while minimizing manual intervention.

## Assumptions:

- All interview requests received **between 5:00 PM today and 5:00 PM the next day** will be processed within this time frame.
- Interviews will be scheduled **only for the current round**. If a candidate qualifies for the next round, scheduling will proceed based on additional data provided by the respective company.
- **Ram and Shyam** operate from **9:00 AM to 5:00 PM**, during which manual calls are made to candidates if required.
- Ram and Shyam utilize a **common, real-time updated database** that reflects slot bookings as soon as they occur.
- Most operational assumptions are grounded in prior research and observed candidate behavior patterns.

## Cases Division -

Candidates fall under any of the following three cases after interview request is made and we send them mails

**Case 1:** Candidate booked slots on calendly

**Case 2:** Saw mail but didn't book

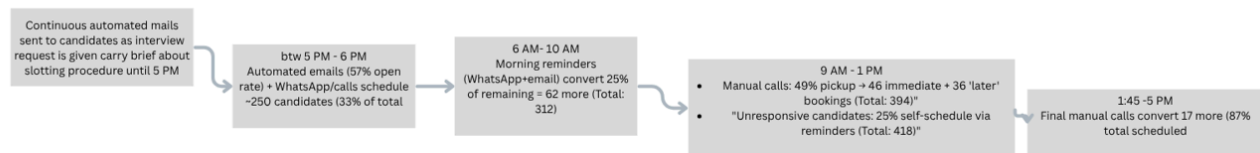
**Case 3:** Didn't saw our notification (from mail)

## Overview of the process -

- **Live Data:** Incoming interview requests tracked till **5 PM daily**.
- **Emails:** Automated emails sent with Calendly links for slot booking
- **WhatsApp Reminders:** Sent **5–6 PM** to those who haven't booked, with a **next-day 5 PM deadline**.
- **Automated Calls:** Short (~20 sec) calls between **5–6 PM** to prompt live slotting, followed by reminder emails.

- **Deadline:** All bookings to be completed by **5 PM the next day**

## Workflow



### 5 pm - 6 am

- Automated calls and whatsapp messages will be done by 6 pm.
- Based on historical data, **57%** of candidates typically open emails between **6:00 PM and 6:00 AM**, and **30%** of those go on to schedule their interviews — totaling approximately **85 candidates**. [Case A] ([Ughade 2023](#))
- The combination of **WhatsApp messages and automated calls** proves significantly more effective, accounting for **~33%** of total scheduling (approx. **165 candidates**). [Case A]. ([Patel 2024](#))([Sudonum](#))([Charan, David 2025](#))
- When both email and whatsapp messages are combined, the likelihood of prompt action increases, especially among those who may have missed the WhatsApp message or prefer email for formal scheduling.
- WhatsApp guarantees the message is seen, while email serves as a formal backup
- **Total scheduled by 6 AM: 250 candidates**

### 6 am - 10 am

- A second round of **WhatsApp + email reminders** is sent between **6:00 – 7:00 AM**.
- WhatsApp open and action rates are highest during early morning hours. Industry benchmarks show **20–30%** of recipients act (e.g., schedule interviews) within 2–3 hours.
- When combined with a simultaneous email, the likelihood of prompt action increases, especially among those who may have missed the WhatsApp message or prefer email for formal scheduling.

- For candidates who receive both reminders between 7–10 am, 25–30% are likely to schedule their interview before 10 am. ([Charan, David 2025](#)) ([Mishra 2024](#))
- We are taking an average of 25 % of the total left to schedule their interview in the morning during these hours ,i.e, ~62. [Case B + C]
- **Cumulative total by 10 AM: 312 candidates**

## 9 am to 1 pm

Interns begin their shift at **9:00 AM** and start **manual calling by 9:30 AM** for candidates who have not yet scheduled their interviews.

### Calling Priority (for optimal conversion):

1. Candidates who **did not pick up** the automated reminder calls
2. Candidates whose **WhatsApp messages remain unseen**
3. Remaining candidates who have **not yet booked a slot**

### Call Pick-Up Rates (9 am–1 pm)

- 9–10 am: 17–18% pick-up rate ([CallHub](#))
- 10–11 am: Peaks at 15.5–21% depending on the study. ([execvision](#))([findymail](#))
- 11 am–1 pm: Drops to 17–19%, with 11 am–1 pm often considered "dead hours" due to lunch breaks. ([CallHub](#))([findymail](#))
- Assuming a **49% call pick-up rate** during this period, and that **50% of those who pick up** schedule their interview across the 9–10 AM, 10–11 AM, and 11 AM–1 PM slots, we estimate **46 additional interviews scheduled**, bringing the total to **358 candidates**.
- Of the remaining **51% (47 candidates)** who picked up but didn't schedule immediately, we assume they chose to "**schedule later.**" Assuming **80% of them** select their slots by **1:45 PM (during the 1–1:45 PM lunch break)**, we expect **36 more bookings**, totaling **394 candidates**.
- Out of **96 candidates** who didn't pick up the manual calls, many would have seen emails, WhatsApp messages, or automated call reminders. Assuming **25% of them** schedule by 1:45 PM, we get **24 additional interviews**, bringing the total to **418 candidates**.([Charan, David 2025](#)) ([Mishra 2024](#)) ([Ughade 2023](#))
- Totalling to **418 candidates**

1 pm - 1:45 pm - Lunch Break

1:45-5 pm

- By **1:45 PM**, approximately **10 candidates** who had previously opted to “schedule later” remain, along with **72 candidates** who did not pick up the manual calls and have not scheduled their interviews.
- The **10 candidates**, despite picking up calls earlier, have not yet booked slots and are considered **less interested**.
- We now initiate another round of manual calling with the following **priority order**:
  1. Candidates who **haven't seen the WhatsApp message** (assumed to be 50% of the remaining 72)
  2. The remaining 50% of those 72
  3. The 10 candidates who opted for “schedule later”
- Based on observed conversion rates:
  - **8.33%** ( $\approx 3$ ) of those who already saw the message schedule after the call
  - **25%** ( $\approx 9$ ) of those who hadn't seen the message book a slot after or during the call
  - **50%** (5) of the remaining 10 “schedule later” candidates complete their booking

This results in **17 additional candidates** scheduled by **5:00 PM**, bringing the total to **435 candidates**, which is **87% of the total 500**.

## Worst Best and Average of every assumptions

During worst-case scenarios - including election days, major festivals, extreme weather events, and long weekends - we typically see significantly reduced response rates for emails and call pickups. In these situations, response rates may drop to approximately **5%**.

Conversely, best-case scenarios such as campus placement weeks, changes to tax slabs, and global layoff periods typically generate stronger engagement, with response rates increasing by about **5%** across emails, calls, and messages.

So even in the worst of days we are able to get **82%** of interview scheduled

## Edge Cases

**Candidates Request Rescheduling :**

When candidates book slots, they get confirmation mail and a reschedule link in the mail where they can reschedule 4 hrs prior to the interview slot. Email and whatsapp Google form to get Secondary Contact number, Preferred slots in case candidate didn't find suitable slots in calendly. It will be convincing mail to candidates that it's a 1 min process.

Interviewer gets notified this slot is empty. This also reduces no show cases

### **Candidates didn't find any suitable schedule :**

Email and whatsapp messages will have google form to get Secondary Contact number, Preferred slots in case candidate didn't find suitable slots in calendly.

Candidates are asked to fill 5 preferred slots in google form and if any rescheduling happens on those slots the candidates are notified at least 4 hrs prior to interview. Candidates in this category are told to be prepared for preferred slots. This also reduces no show cases. This will be manual work.

### **Time Management for Rescheduling**

Assuming 10% candidates request rescheduling and 5% slots of these candidates have a match of preferred slots any other candidates.

So 25 candidates must be informed about their new slots manually and get their interviews scheduled

Assuming 1.5 min per call, intern will spend 37.5 this gets easily adjusted in between work flow

### **Candidates don't have whatsapp on registered number :**

This case is already covered as we are using an automated call at 8 pm on the same day.

## **Strategy for No Show Reduction**

We will use automated whatsapp messages and mails for reminders.

Candidates are told to join 5 min prior to interview

- **24 hrs before interview** > whatsapp message and mail reminder
- **1 hr before interview** > whatsapp message and mail with meet link
- **10 mins before interview** > confirmation of presence is sought with over whatsapp
- **5 mins before interview (if attendance not marked)** > Reminder over call candidate + whatsapp bot message secondary contact ( family/friend ).
- **Interview time (candidates didn't pick call)** > manual call reminder to secondary contact as filled out in google form
- If a candidate doesn't show up, mail is sent with a reschedule link and warning that might be kicked out from this company's process.

This will reduce the no shows to just 4% of the interviews.

## Work Distribution

### Ram

- Automating emails for scheduling interviews
- 50% of manual calls for interview scheduling
- Automating whatsapp message system
- Managing data sheets (extraction and merging of datasheets)

### Shyam

- Automating whatsapp messages, mails for interview reminder
- Rescheduling task
- Interview no show reminder calls
- 50% of manual calls for interview scheduling