



VoiceScreener™ Customer Testimonial

NeuWave Medical

Company Overview

Madison, Wis.-based startup NeuWave Medical is a 10-employee medical device company that develops and commercializes minimally invasive medical products. Currently, NeuWave Medical is developing a microwave-based soft tissue ablation device to be used in ablating cancer tumors. The company, which raised \$4.5 million in venture capital funds, plans to market the microwave ablation device in 2010 for use in surgical and thermal ablation procedures.

Case Study

The current economic crisis is releasing more candidates on the market, and as NeuWave Medical is doubling employment in 2009, it is leveraging VoiceScreener to manage this increased volume to find the best possible candidates for an extremely specific set of skills needed in the medical device development industry. VoiceScreener is fulfilling a necessary role, with a solution that was easy to deploy and required very little training to use.

The company began VoiceScreener in December 2008 and in January of 2009 invited 32 applicants to respond to interview questions for an entry-level position using the service. From that initial set of 125 candidates, they selected three candidates for an in person interview and ultimately hired the best person for the job in just 20 days. VoiceScreener proved to be extremely efficient and easily implemented. The company is excited to continue using the service for many of its future hiring needs.

Solution

NeuWave Medical identified three key scenarios where VoiceScreener would benefit their business:

1. Reducing Applied Time and Cycle Time – Operating as a small business without a dedicated HR team to manage vetting job applicants was a major obstacle for NeuWave Medical because of the extraordinary amount of time it consumed.
2. Assess Communication Skills – Customer service roles are particularly important to medical business like NeuWave Medical because service and clinical representatives need to be knowledgeable about the clinical area, the product and approachable over the phone.
3. Digital Media Savvy – In the era of digital media, all businesses rely on employees to be knowledgeable on the latest techniques to communicate products and services.

Success

1. Reducing Applied Time and Cycle Time – VoiceScreener proved to be most beneficial to NeuWave Medical because the service significantly reduced the amount of applied time required to screen candidates. The company was able to conduct basic written screening and interview questions using the VoiceScreener tool, thus decreasing applied time by 60 - 70%. By using VoiceScreener to quickly send interview requests to candidates without coordinating schedules, cycle time to hire also decreased by 40 - 50%.

2. Assessing Communication Skills – VoiceScreener proved to be extremely valuable when hiring for customer service roles because it provided the ability to quickly assess the candidates' phone skills by listening to two to three minutes of recorded responses. Compared to a 30-minute phone interview where most times the hiring manager would rule out candidates within the first few minutes, using VoiceScreener proved much more efficient.
3. Digital Media Savvy – The simple fact that candidates were comfortable using VoiceScreener to interview for open positions within NeuWave Medical demonstrated that they were savvy and confident using new technologies.

Quotes:

“VoiceScreener enabled NeuWave Medical to quickly narrow a pool of 125 candidates to a top three, resulting in dramatic productivity and ensuring that the candidates had both the prerequisite communication and digital skills to flourish in a growing 21st century company,” said Laura G. King, President and CEO of NeuWave Medical.