# Retail + E-commerce

## V-Mart Retail

Hiring Roles

V-Mart was recruiting store managers, regional operations leads, supply chain planners, and merchandise analysts for its expanding footprint across tier II-IV cities.

### The Problem

With hundreds of physical stores , V-Mart's hiring volume was huge. Different store / region leads applied different standards, making candidate evaluation inconsistent. Onboarding cycles were delayed by manual coordination across stores.

### How InterviewGod Solved It

InterviewGod introduced AI Resume Screening to handle high volume, Custom Questions / AI Interview Builder for role-specific evaluations (store ops, merchandise), and Skill-wise Reports + AI Report Summaries so regional managers see clear rationale.

**AI Resume Screening**
Sift Through Bulk Applications Quickly

**AI Assessment Screening**
Early Filter To Remove Mismatches

**Skill-wise Report**
AI Report Summary → Transparent Evaluation For Managers

**Custom Questions**
AI Interview Builder → Role-Aligned Scenarios For Store / Supply Chain Roles

### Process Change

V-Mart moved from decentralized, ad hoc hiring to a central, structured AI-augmented pipeline. Store managers now get shortlists backed by evidential reports, reducing coordination burden.

### Impact

**~20–25%**
Hiring Cycles Across Regions Shortened

**Fewer mis-hires**
At Store Level

**~60–70%**
Reduced Screening Time

**Increased agreement**
Manager Agreement Improved Across Stores

## Bluestone

Hiring Roles

Bluestone was hiring design & product engineers, retail store managers, brand marketing specialists, and quality assurance / gemology analysts for its omni-channel expansion.

### The Problem

Bluestone combines online and offline presence (retail + jewellery + design). Recruiting for both technical roles (gemology, design) and customer-facing roles (store ops, sales) created inconsistent scoring rubrics. Rationales were weak, and scaling hiring for new stores became cumbersome.

### How InterviewGod Solved It

InterviewGod deployed Multi-skill Assessments combining technical + sales / interpersonal skills, used Psychometric Analysis for customer-fit evaluation, and delivered clear Skill-wise Reports + AI Report Summaries for decision transparency.

**Psychometric Analysis**
Assess Customer Orientation, Adaptability

**Custom Questions**
AI Interview Builder → Jewellery / Design Scenarios

**Skill-wise Report**
AI Report Summary → Justification For Candidate Choices

**Multi-skill Assessment**
Test Both Domain + Sales Skills

### Process Change

Bluestone shifted from disconnected hiring paths to a unified candidate assessment flow that handles domain + customer-fit roles with the same structured approach.

### Impact

**Increased confidence**
Manager Level Decisions

**~20%**
Reduced Time-To-Offer

**Decreased Re-evaluation**
Reduced Loops

**Quality Improved**
Store-Level Hiring

## Next Retail India Ltd.

Hiring Roles

Next Retail (consumer electronics chain) was hiring electronics technicians, sales specialists, product advisors, repair / service technicians, and store operations managers

### The Problem

Hiring for electronics roles demanded both technical competence (electronics, repair, product diagnostics) and customer service skills. Interview panels often evaluated unevenly. Disputes over candidate fit were common.

### How InterviewGod Solved It

InterviewGod introduced Coding / Technical Assessments (or domain-appropriate assessments), paired with Multi-skill Assessments (technical + customer support), and used Skill-wise Reports + AI Report Summaries to clarify candidate strengths.

**Custom Questions**
AI Interview Builder → Product/ Service Scenarios

**Customised Assessment**
Product Knowledge

**Multi-skill Assessment**
Technical + Customer/ Communication Skills

**AI Report Summary**
Skill-Wise Report → Structured Insight Per Candidate

### Process Change

Next moved from subjective panel evaluations to a structured candidate evaluation pipeline that balances technical depth and customer empathy through unified scoring.

### Impact

**Reduced dispute**
Reduced Dispute calls over candidate fit

**20–25%**
Reduced Time-to-offer

**Agreement**
Agreement across panels increased

**Increased Quality**
Store-Level Service Quality Of Hires Improved

## Metro Brands

Hiring Roles

Metro Brands (footwear / accessories chain) was hiring store operations leads, regional merchandising managers, supply chain & logistics planners, and quality control staff (Wikipedia[33]).

### The Problem

As a footwear brand with many showrooms, Metro Brands faced inconsistent candidate evaluation across locations. Some roles required product knowledge, others sales / retail operations—no unified assessment framework existed.

### How InterviewGod Solved It

InterviewGod built Role-aware Assessments / Custom Questions for footwear & accessories domain logic, combined with Multi-skill Assessments (product + sales skills). The structured Skill-wise Reports + AI Report Summaries made comparisons across cities easier.

**Skill-wise Report**
AI Report Summary → Comparison Clarity

**Custom Questions**
Domain Logic (Footwear / Accessories) Scenarios

**AI Assessment Screening**
Early Triage

### Process Change

Metro Brands evolved from local store-by-store hiring to centralized, competency-based evaluation, enabling managers to compare candidates across regions using the same framework.

### Impact

**Consistency**
Increased Inter-store candidate scoring

**Hiring cycles**
Reduced Notably

**Quality Improvement**
Hires Improved Across Stores

**Increased Trust**
Manager Trust In Aggregated Shortlists Increased