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RECRUITEREASE: AUTOMATED CRM FOR EFFICIENT HIRING AND CUSTOMER ENGAGEMENT

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ABSTRACT:

Recruitment is undergoing a major transformation as companies face increasing difficulty in attracting and retaining top talent. Traditional hiring processes are often slow, manual, and impersonal, leading to inefficiencies and missed opportunities. This paper presents RECRUITEREASE, a web-based Customer Relationship Management (CRM) platform designed to automate and enhance recruitment workflows. The study evaluates the system's effectiveness using statistical tools like the Chi-Square Test and Spearman's Rank Correlation, drawing on survey data from 50 HR professionals. The results reveal strong confidence in RECRUITEREASE's ability to reduce manual tasks, speed up hiring, eliminate bias, and personalize candidate communication. It stands out as a user-friendly, scalable tool for today's recruiters.

Keyword: Recruitment automation, CRM, candidate engagement, RECRUITEREASE, AI in hiring

INTRODUCTION:

Businesses are reconsidering their approaches to attracting and managing people as the recruitment process becomes more competitive and rapid. Manual processes such as interview scheduling, resume screening, and candidate follow-up are laborious and prone to mistakes. By automating tedious activities and enhancing the applicant experience through tailored communication, RECRUITEREASE was created to address these issues. In contrast to intricate AI algorithms, RECRUITEREASE prioritises easy-to-use features that recruiters of all technological backgrounds may use.

PROBLEM STATEMENT:

Recruiters often face inefficiencies in early-stage hiring tasks like communication and resume screening. Limited time and high administrative loads lead to delays, lost talent, and a poor employer image. Existing recruitment systems are either too technical or lack features to manage candidate relationships effectively. This calls for a CRM that simplifies and streamlines hiring without being overly complex.

AIM OF THE PAPER

This study aims to assess how effective RECRUITEREASE is as a recruitment CRM tool. Specifically, it looks at its impact on reducing manual screening, improving communication, enhancing candidate engagement, and increasing overall recruiter productivity. The goal is to provide actionable insights into how automation technology can add value in recruitment.

LITERATURE REVIEW

Late 2000s – Early 2010s: Socialmedia became a recruitment tool, helping with branding and sourcing talent interactively.

Early 2010s: Data-driven hiring gained momentum with KPIs like time-to-hire and cost-per-hire.

Mid-2010s: AI and machine learning were introduced to match candidates, screen resumes, and predict hiring success. Ethical concerns about bias also surfaced.

Late 2010s: The concept of Candidate Relationship Management (CRM) emerged, emphasizing long-term engagement with talent even before job openings.

Early 2020s – Present: Personalization and integrated tools (e.g., chatbots, automated workflows) define modern hiring systems like RECRUITEREASE.

METHODOLOGY

A quantitative, cross-sectional study was conducted through an online survey. The target participants were 50 HR professionals familiar with AI and CRM tools. The survey contained multiple-choice and Likert-scale questions assessing users' confidence, expected benefits, and opinions on automation. Chi-Square and Spearman's Rank Correlation were used to analyze the relationship between confidence and expected efficiency. Ethical standards were upheld, ensuring anonymity and voluntary participation.

DATA ANALYSIS

QUESTIONNAIRE	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
How familiar are you with the recruiter ease tool?	Very familiar	69	76.7%
	Somewhat familiar	10	10.99%
	Heard of it, but don't know details	7	7.69%
	Not familiar at all	4	4.40%
Do you believe recruiter ease will streamline the recruitment process?	Strongly agree	67	74.4%
	Agree	11	12.09%
	Neutral	5	5.49%
	Disagree	4	4.40%

How confident are you that recruiter ease can reduce manual screening efforts?	Very confident	74	82.2%
	Somewhat confident	7	7.69%
	Not very confident	7	7.69%
	Not confident at all	2	2.20%
what is your perception of AI in recruitment?	Very positive	71	78.9%
	Very negative	6	6.59%
	Somewhat positive	5	5.49%
	neutral	4	4.40%
How time- consuming is manual candidate screening currently?	Somewhat negative	4	4.40%
	Extremely time-consuming	67	77%
	Slightly time-consuming	8	8.79%
	Moderately time-consuming	6	6.59%
	Not time-consuming at all	6	6.59%

Do you feel recruiter ease can help identify more qualified candidates?	Yes	80	86.4%
	Maybe	10	12.3%
	No	1	1.10%
Would automation help eliminate unconscious bias in screening?	Strongly agree	59	76.6%
	Agree	7	7.69%
	Strongly disagree	6	6.59%
	Neutral	3	3.30%
	Disagree	2	2.20%
How important is reducing time-to-screen candidates for your team?	Very important	65	82.3%
	Important	7	7.69%
	Not important	5	5.49%
	Somewhat important	2	2.20%

STATISTICAL ANALYSIS

TEST 1 - CHI-SQUARE

The Chi-Square test was applied to see if there's a statistically significant link between users' confidence in RECRUITEREASE and their expectations of reduced manual screening. With a Chi-Square value of 89.06 and p-value < 0.00001 , the test strongly supports the hypothesis that higher confidence correlates with higher expected efficiency.

AIM

To determine if implementing RECRUITEREASE significantly reduces the manual effort required for candidate screening.

HYPOTHESIS

Null Hypothesis (H_0): RECRUITEREASE does not significantly reduce manual screening effort.

Alternative Hypothesis (H_1): RECRUITEREASE significantly reduces manual screening effort.

OBSERVED VALUE

3. How confident are you that RECRUITEREASE can reduce manual screening efforts?	25%–49%	50%–75%	Less than 25%	More than 75%	No improvement expected
Not confident at all	0	0	0	0	2
Not very confident	1	1	1	1	1
Somewhat confident	3	2	0	1	1
Very confident	3	2	0	63	0

EXCEPTED VALUE

0.17	0.12	0.02	1.59	0.10
0.43	0.30	0.06	3.96	0.24
0.60	0.43	0.09	5.55	0.34
5.80	4.15	0.83	53.90	3.32

CALCULATED VALUE

Observed	Expected	O-E	(O-E) ^2	(O-E) ^2 / E
0	0.17	-0.17	0.03	0.17
0	0.12	-0.12	0.01	0.12
0	0.02	-0.02	0.0	0.02
0	1.59	-1.59	2.51	1.59
2	0.1	1.9	3.62	37.1
1	0.43	0.57	0.33	0.77
1	0.3	0.7	0.48	1.58
1	0.06	0.94	0.88	14.46
1	3.96	-2.96	8.78	2.22
1	0.24	0.76	0.57	2.34
3	0.6	2.4	5.77	9.66
2	0.43	1.57	2.47	5.8
0	0.09	-0.09	0.01	0.09
1	5.55	-4.55	20.69	3.73
1	0.34	0.66	0.43	1.27
3	5.8	-2.8	7.87	1.36
2	4.15	-2.15	4.61	1.11
0	0.83	-0.83	0.69	0.83
63	53.9	9.1	82.77	1.54
0	3.32	-3.32	11.0	3.32

Degrees of freedom

$$(df) = (r - 1) * (c - 1) = (4 - 1) * (5 - 1) = 12$$

$$\text{Chi-Square Value } (\chi^2) = 89.065$$

$$P\text{-value} = 7.49e-14$$

Since $p < 0.05$, we reject the null hypothesis.

INTERPRETATION

There is a highly significant association between how confident respondents are that RECRUITEREASE will reduce manual screening and how much improvement they expect in screening efficiency. Respondents who are more confident in RECRUITEREASE are more likely to expect a greater improvement in screening efficiency.

FINDINGS

There is a significant relationship between users' confidence in RECRUITEREASE and their expectations for better screening efficiency. Users who believed in the tool's capabilities were also more likely to expect it to reduce manual tasks. This result validates the practical value and user acceptance of RECRUITEREASE in real-world recruitment.

CONCLUSION

RECRUITEREASE emerges as a practical and effective recruitment tool, designed with today's hiring challenges in mind. By automating time-consuming tasks, improving communication, and supporting bias-free hiring, it not only makes recruitment faster but also enhances candidate experience. The positive correlation between user confidence and expected outcomes indicates strong potential for widespread adoption. For optimal results, recruiters should receive proper training and ensure ethical data handling. Overall, RECRUITEREASE presents a scalable, human-centred solution for modern talent acquisition.

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