



**1968**  
FOUNDED

**1000+**  
EMPLOYEES

**6%**  
EMPLOYEE  
TURNOVER

# Hypertherm<sup>®</sup>

## Cut with confidence<sup>®</sup>

### *About Hypertherm*

Hypertherm designs and manufactures the world's most advanced laser, waterjet, and plasma cutting systems for use in a variety of industries such as shipbuilding, oil and gas, heavy equipment, structural steel, and manufacturing. They are an employee-owned, New Hampshire based company with associates in 26 countries. While they have always reported low turnover, their location, coupled with their need for highly coveted technical engineers from around the world, made for unique recruiting issues.

### *Employee -Owned Culture Starts with Recruiting*

Recruitment management is important for any company in aligning their goals with their workforce, and each organization has their unique struggles in recruiting the right talent. For Hypertherm, a global, employee-owned company with a diverse workforce, it is specifically important to have the right recruiting tools and practices to fit their unique hiring needs.

Sarah Dwyer, Hypertherm's Global Talent Acquisitions Leader, realized that the very specific talent needs of the organization weren't being met with current recruiting practices. Although Hypertherm's retention and engagement were well above average, the ongoing battle to recruit the right talent in an efficient and effective manner was one that needed solutions. In order to address these issues Hypertherm implemented GreenJobInterview's virtual interviewing software into their recruiting process.





## Their Challenges

Like any organization, Hypertherm has very specific recruiting issues surrounding their hiring needs. As an employee owned company, Dwyer saw the vital need for a strong cultural fit. Mix that with their need to hire highly skilled talent from around the globe, and you've got a really tough job as a recruiter.

Dwyer and her team were finding it difficult to assess cultural fit at the beginning stages of the recruiting process. The weeding out of candidates who didn't fit the bill was happening far too late in the process, causing a longer time-to-fill and weaker cultural fit. This slow down can also get quite costly with traveling expenses and the lost productivity associated with an empty position.

Hypertherm's recruitment team was not happy with the results that phone interviews were turning out for a few reasons. They did not feel as though they could thoroughly assess a cultural fit without a face-to-face screening. The team was also running

into cultural and language barriers that were only exacerbated by phone screenings. Furthermore, the technical difficulties they were constantly encountering were roadblocks, slowing down the process.

"In our line of work, with this kind of company, it's necessary to be as sure as possible when you extend that offer," said Dwyer. "And while phone screens give you some information, they don't tell a complete enough story for the kind of person we were trying to hire. There is a very fine line between experience and expertise and being a bit arrogant. And arrogance doesn't work well in our organization."

Location was also proving to be an issue in Hypertherm's interviewing process. Located in New Hampshire, it was very difficult for candidates to get there, especially for first round interviews. The cost associated with travel would also be wasted when it was immediately apparent upon meeting them that a candidate wasn't a fit.

## issues

- Location Issues
- Cultural Fit
- Language Barriers
- Expensive Travel
- Multiple Locations

**phone**  
SCREENS  
WEREN'T DOING  
THE JOB

And while phone screens give you some information, they don't tell you a complete enough story for the kind of person we were trying to hire.

**Sarah Dwyer**  
Global Talent Acquisitions Leader  
Hypertherm





Hypertherm’s hiring managers also had the issue of having 11 sites from which different managers would have to travel to a main site in order to conduct interviews. This set up was not conducive to panel interviewing and the resources that travel requires was detracting from their work.

Hypertherm was going to great expense to screen and fly candidates out, only find that they weren’t at all right for the company. This was perhaps their biggest issue in their former recruiting process. Dwyer said:

**12 sites**

1 INTERVIEW  
LOCATION

“There’s also that moment when you, as a recruiter, walk into the lobby to meet a candidate you were sure was a fit on the phone and spent hundreds of dollars to fly in for the interview, and within ten minutes you can tell they just aren’t a fit. For all these reasons and the more obvious ones, we decided we needed to look into virtual interviewing.”

**Sarah Dwyer**  
*Global Talent Acquisitions Leader*  
*Hypertherm*

**Security**

NOT OFFERED BY THE  
LEADING RECRUITING  
OPTIONS

*The Trials*

Dwyer takes her job of, “...finding strong talent, right talent at the right time.” very seriously, so she decided to implement video interviewing into her processes in an effort to remedy the recruiting challenges they were facing. The first go round with video interviewing was not well received, as the software initially chosen proved very quickly to be sub-par.

The systems Hypertherm were using didn’t have the technical support or the customer service that was needed for such a large, global organization. Dwyer realized that free or “bargain” options don’t offer the same security as enterprise software built expressly for recruiting and screening for HR professionals can. They needed a provider that would be there if they ever got audited. The vendor they were using did not have the technical support Hypertherm needed .





## The Solution

Ultimately, Hypertherm teamed up with GreenJobInterview to successfully implement virtual interviewing into their recruiting process.

Video interviewing immediately helped streamline the process of finding cultural matches. Dwyer and her team benefited from the fact that virtual interviewing closely simulates a face-to-face interview, enabling them to get a better sense of the candidate. Video interviews are multi-dimensional and they allow for visual and auditory cues. Because video screenings are about 10x faster, they were able to speed up



### FREE or Other Software

Video Interviewing allows companies to interview with out the inhibition of language or cultural barriers between recruiter and candidate. It also allows the candidates to spend less time in various interviews, increasing their appreciation for the company using a virtual interviewing platform.

#### Campaign Objective: Ease Interviewing Process

- Decrease potential for wasted time
- Decrease travel expenses

#### GreenJob's Solution: Virtual Interviewing

Provides a system for virtual interviewing potential candidates. This decreases the amount of travel expenses and travel time for both candidates and recruiters.

- **Security**
- **Convenience**
- **Technical Support**

their process, reduce time-to-fill and make more sound cultural fits earlier. Dwyer said:

"Because it is similar to a face-to-face we can focus on the areas we need to deeper dive in the interview, rather than a more generic interview."

Virtual interviewing was also a real problem solver when it came to tearing down cultural and language barriers. Social cues, the ability to read lips and facial expressions were very helpful in their global hiring. Live interviews allow for the candidate and recruiter to connect, slow-down and assess one another. In a live interview, the candidate and the recruiter are face-to-face on screens and are able to interact instantly. [GreenJob Live](#) allows a more personal and in-depth touch.

Technical breakdowns and a lack of support were also addressed with [GreenJobInterview's](#) software.

"Tech Checks" are a huge reason that Hypertherm came to [GreenJobInterview](#), and stayed there. Tech checks are exactly what they sounds like, and the purpose is to avoid and remedy any technical issues that could arise during the interview. Should issues arise, there is also great technical support to rely on, instead of troubleshooting the issue during an interview. Dwyer talks about how tech checks have positively affected Hypertherm's candidate experience,





Hiring managers, recruiters and executives now have the luxury of staying in their home location while still weighing in on key hiring decisions. This is crucial in an environment that is employee-owned as Dwyer points out: “The fact that we are employee-owned affects everything we do and that starts with the candidate. Recorded interviews can be sent to the candidate via email and completed by the candidate at anytime, anywhere. GreenJob One-Way recorded interviews can now be securely shared with anyone, at anytime. This allows more leaders to be a part of important hiring decisions with ease. GreenJob One-Way allows a location manager in South America to view a candidate who originally wanted to work in Mexico, and allows Hypertherm to capitalize on top talent in a highly competitive environment.

Hypertherm’s process is now at the point where if they bring someone in for a face-to-face interview, they almost always know they are going to hire that person. This refined process has saved the organization resources and countless candidates’ time. They no longer have to fly in a lot of “maybes” and waste everyone’s time. This makes a lot of sense for those highly sought after candidates who appreciate not having to make another flight to interview. They are likely interviewing with other companies and tend to really enjoy the option to stay home, especially if they are currently employed.

Dwyer chose GreenJobInterview because their product and its features met each of their hiring needs and challenges. GreenJob One-Way interviews allowed Dwyer and her team to establishing a cultural fit early on in the process, saving time, money and the reducing the threat of a bad hire. GreenJob Live interviews helped to break down cultural and language barriers allowing them to build upon their diverse workforce. The GreenJob One-Way interviews allowed for their leadership to get more involved with hiring decisions. Dwyer is completely satisfied with her choice in software, and continues to drive the success of Hypertherm and their unique culture with great human capital management.

Sarah Dwyer puts Hypertherm’s savings at a conservative **30%** in recruitment travel spend. This is estimated to be around **\$300,000** over the last 5 years they have used GreenJobInterview.

“We’ve found that this small service makes our candidates incredibly comfortable and they end up enjoying their interview, which helps when you have an incredibly diverse talent pool.”

*Sarah Dwyer*  
*Global Talent Acquisitions Leader*  
*Hypertherm*

She adds the company saved between an approximate **25%-50%** on time spent screen and interviewing candidates, averaging a saved **1100 hours**.

