



In the dynamic world of eyewear retail, Lenskart has redefined how consumers shop for glasses, pioneering innovation and customer-centricity since its inception. Lenskart has experienced phenomenal growth and success.

As the company expanded its operations, they encountered the critical challenge of rapidly scaling its tech team.

CASE STUDY

HireHunch's Impact: Lenskart's 4x Faster Hiring & 70% Tech Bandwidth Unleashed



THE CHALLENGE

Lenskart, a top eyewear retailer, faced hurdles in expanding its tech team quickly to meet market demands and sustain innovation, hindered by slow and resource intensive traditional hiring methods.

OUR SOLUTION

Lenskart teamed up with HireHunch to introduce their Interview as a Service solution, enabling the rapid identification of top talent from a large pool of candidates.

ABOUT LENSKART

Established in 2010 by a former Microsoft 'techie' driven by unwavering passion, Lenskart has become a leading eyewear brand.

Co-founders Peyush, Amit Chaudhary, and Sumeet Kapahi established 'VALYOO Technologies' to deliver top-notch eyewear directly to consumers, sidestepping conventional retail channels. With a commitment to quality, Lenskart implemented in-house robotic manufacturing, ensuring precision and excellence.

Their unique business model blends online convenience with physical stores, serving over 100,000 customers monthly. Lenskart's relentless pursuit of innovation and customer satisfaction has propelled its rapid growth and market influence.

Today, Lenskart stands as a pioneer, reshaping the eyewear industry with its customer-centric approach and unwavering commitment to excellence.

2010

The year when the company was founded

4x

longer hiring turnaround

70%

Tech bandwidth crunch

THE CHALLENGE

As Lenskart, a leading innovator in the eyewear sector, ventured into tech innovation, it faced a significant challenge: swiftly scaling its tech team to match its rapid growth. The traditional, resource-centric hiring process proved burdensome, often leading to a shortage of internal tech expertise that hindered effective recruitment. Moreover, the strain on internal tech resources diverted attention from strategic business endeavors, obstructing Lenskart's progress.

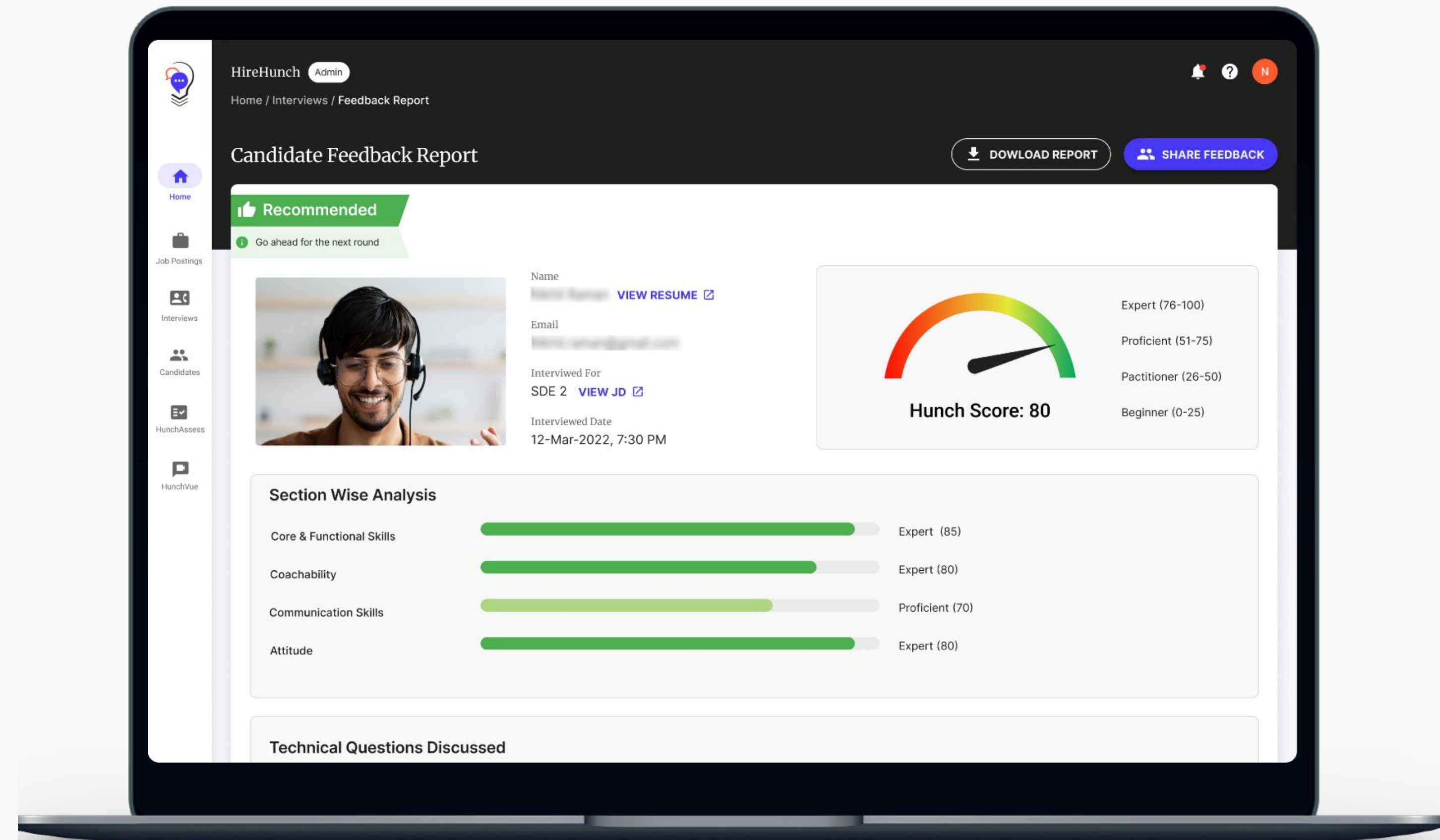
THE SOLUTION

HunchServe

A pioneering platform that offers **Interview as a Service**, designed to streamline and elevate the technical hiring process. With a panel of over 300 expert interviewers from MAANG and top Product companies, HunchServe ensures that companies connect with top-tier candidates who not only match the technical requirements but also align with the company's culture and values.

By handling the intricacies of technical interviews, Hunch Serve allows businesses to focus on growth, innovation, and building strong tech teams. Whether you're a startup or an established enterprise, HunchServe is your partner in building a future-ready workforce.

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THE PROCESS

Recognizing the pressing need for swift and efficient talent acquisition at Lenskart, Hirehunch introduced an innovative solution. Collaborating closely with their engineering team, we tailored our interview-as-a-service platform to meet their evaluation requirements, translating them into clear and comprehensive feedback forms for our interviewing panels.

Following a meticulous review of initial interview playbacks and detailed feedback reports from interviewers, we proposed enhancements and adjustments to ensure superior outcomes, which were readily embraced by the engineering team.

Once the process was established, our proprietary algorithm matched the most suitable interviewers with candidates. Empowered by insightful and actionable feedback reports, Lenskart's engineering team developed unwavering confidence in our recommendations. This transformed Lenskart's recruitment process, streamlining initial rounds and accelerating candidate selection.

Through our vast network of skilled interviewers, Lenskart gained access to top-tier talent, effectively addressing the challenge of scaling its tech team without straining internal resources.

The main worry wasn't just about how many interviews we could conduct, but also about ensuring the quality of recommended candidates and their subsequent selection

THE RESULTS

4x

Faster hiring

70%

Boost in tech bandwidth

Better ROI

50% improvement in
delivering strategic
initiatives on time

Through Lenskart's collaboration with HireHunch, significant strides were made in addressing critical hiring challenges, culminating in transformative outcomes

Lenskart witnessed a remarkable fourfold acceleration in its hiring process, owing to the seamless integration of HunchServe. This swift turnaround not only addressed immediate tech hiring needs but also laid a robust groundwork for future endeavors. Moreover, HireHunch's innovative solution delivered a substantial 70% enhancement in Lenskart's tech bandwidth. This boost in capacity empowered the tech team to tackle complex projects with agility and precision.

Beyond hiring efficiency, Lenskart experienced a tangible 50% improvement in the timely execution of strategic initiatives. This enhanced operational efficiency enabled Lenskart to seize market opportunities swiftly and stay ahead of industry trends, driving sustained business growth and customer satisfaction.

Together, these outcomes underscore the pivotal role played by the Lenskart-HireHunch partnership in reshaping Lenskart's hiring landscape and positioning the company for enduring success in the dynamic eyewear industry.



"HireHunch has assisted us to free up hundreds of engineering hours that were earlier used in technical phone screens and they did this without compromising our hiring standards. They claimed to provide 50% candidate conversion ratio and actually delivered it on the ground. This was amazing and with the strong conviction, we decided to go broader with this partnership."

RAMNEEK KHURANA

Co-founder - Lenskart

HireHunch is a suite of a products born out of passion and experience designed for one core mission: To help you build your dream tech team. Our suite of softwares coupled with our services brings a unique approach toward hiring at scale, while keeping things economical and seamless so that you can do what you do best.

Visit hirehunch.com to learn more.

