



CashFlo offers integrated solutions for businesses in India, managing payments, reconciliation, GST compliance, vendor financing, and spend analysis. CashFlo ensures seamless automation, compliance, and transparency, reducing costs and errors while accelerating book closure.

Despite their prowess in financial solutions, CashFlo faced an internal challenge regarding their hiring process.

## CASE STUDY

# Streamlining Cashflo's Hiring Journey: The Impact of HireHunch on Tech Interviews



## THE CHALLENGE

Cashflo questioned the effectiveness and fairness of their internal hiring process, casting doubt on their ability to select top-tier candidates.

## OUR SOLUTION

CashFlo enlisted HireHunch's assistance. HireHunch's Interview as a Service solution with its expertise in refining hiring processes introduced a methodical and organized approach to interviews.

## ABOUT CASHFLO

CashFlo founded in 2018 is a one-of-a-kind AP automation and supply chain financing platform. Made in India. Made for India.

Their mission is to unleash the untapped financial potential of millions of Indian businesses. Their AP automation and Supply chain Financing suite is transforming the way large businesses across the country handle their payments.

Founded by illustrious alumni from BCG, ISB, and IIM, CashFlo is fortified by the trust and backing of prominent investors such as Elevation Capital and General Catalyst.

They have been awarded Supply Chain Finance solution of the year for 3 consecutive years between 2019 and 2021, Cashflo creates a win-win ecosystem for Buyers, suppliers and financiers through its unique platform model. Their integrated AP & financing platform has enabled the growth of 50+ large enterprises and 200,000 mid market and SME companies across 10+ sectors.

# 2018

The year when the company was founded

# 60%

missed delivery deadlines

# 23%

Tech hiring errors

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## THE CHALLENGE

In the competitive landscape of talent acquisition, Cashflo faced a significant challenge internally. Doubts loomed over the efficacy of their evaluation process for potential candidates. The team questioned whether they were truly identifying and hiring top talent, critical for the company's growth and success.

Cashflo found themselves at a crossroads, unsure of their ability to reliably assess candidates. They needed a solution that could instill confidence in their hiring decisions, ensuring fairness and accuracy throughout the process.

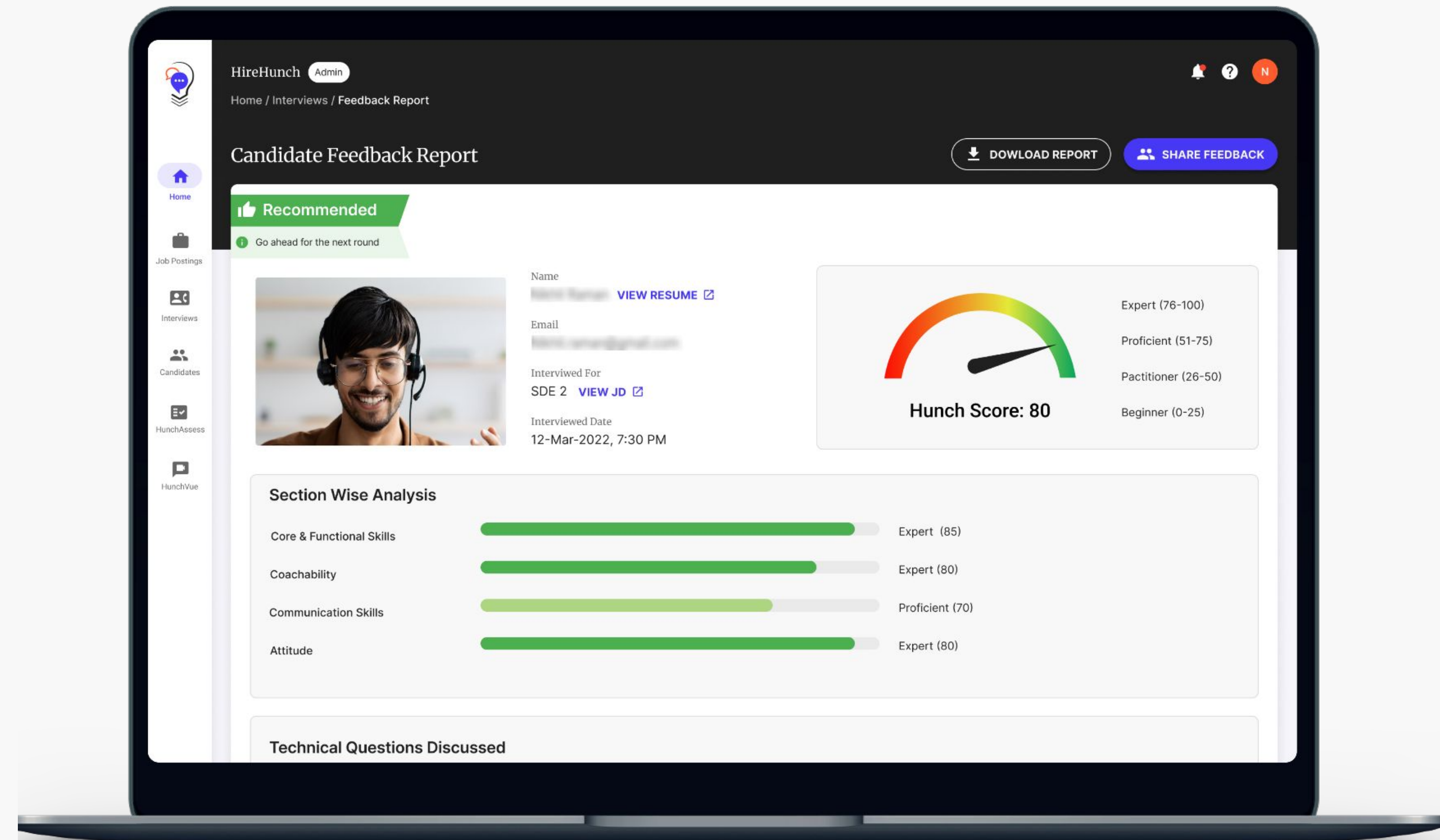
## THE SOLUTION

# 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.

[LEARN MORE](#)



## THE PROCESS

The partnership between CashFlo and HireHunch revolutionized talent acquisition by introducing structured interviews and meticulous assessment criteria.

This shift ensured consistent and objective evaluation of candidates, based on relevant skills, experiences, and cultural fit. By implementing standardized interview questions and metrics, Cashflo enhanced its ability to compare candidates and make informed decisions.

With over 300 expert interviewers from leading firms like MAANG, the process benefited from their unmatched expertise and track record. This ensured thorough candidate assessments tailored to CashFlo's specific needs.

Additionally, the transparent and systematic approach instilled trust within the organization, reassuring stakeholders that hiring decisions were merit-based and aligned with company values.

Furthermore, the integration of video playbacks into the interview process proved to be immensely valuable. These playbacks provided CashFlo with a comprehensive review of each candidate's performance ultimately leading to better hiring outcomes.

*The partnership incorporated systematic approach which not only delivered top-quality hires but also instilled trust in the candidate evaluation methods, ensuring the best possible outcomes*

## THE RESULTS

# 3x

higher productivity

# 60%

Reduction in hiring time

# Better hire

Minimized sub optimal hires

With CashFlo's partnership with HireHunch, Cashflo witnessed a notable change in the quality of hire. The strategic collaboration led to more precise candidate selections, resulting in enhanced productivity and performance by threefold across the organization.

By leveraging HireHunch's expertise, CashFlo optimized their recruitment efforts, reducing turnover rates and minimizing hiring errors. This refined approach not only elevated the quality of their workforce but also amplified overall operational efficiency, contributing directly to the company's bottom line.

With a sharper focus on structured and streamlined interviews, hiring time got reduced by 80%. Incorporating structured interviews helped them in the long run to maintain the quality of hires, ensuring they bring in the right talent for the right roles.

Streamlined approach not only saved time but also ensured that the company continued to attract top talent and drive success in the long term.



"Interviewing is as much an art as it is a skill and I firmly believe the 10000 hour rules apply to it. For an early stage company like CashFlo, HireHunch brings the expertise of seasoned interviewers which transforms into a better experience overall and a win-win situation. They fill the gap that we would otherwise be able to fill at a greater cost of time and money. We do not see them as outsourced rather as a trusted partners evaluating candidates on our behalf. "

**ARIF AMIRANI**

CTO - CashFlo

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](https://hirehunch.com) to learn more.

