



In the bustling world of ed tech, upGrad has carved a niche for itself, transforming the way professionals upskill. From its inception in 2015 to achieving the coveted unicorn status in 2021, upGrad's journey has been nothing short of meteoric.

But with rapid global expansion and a commitment to quality, they faced a pivotal challenge: optimizing their tech hiring process.

CASE STUDY

How upGrad Optimized Tech Hiring with HireHunch



THE CHALLENGE

Scaling their team to match their rapid growth while ensuring consistent hiring quality across diverse tech domains and Streamlining the interview process to reduce time-to-hire.

OUR SOLUTION

In the face of these challenges, upGrad turned to HireHunch. With a unique approach to recruitment, HireHunch's Interview-as-a-Service emerged as the game-changer upGrad needed.

upGrad's METEORIC RISE IN ED TECH

Founded in 2015, upGrad embarked on a mission to revolutionize the education sector by bridging the gap between traditional learning and the evolving demands of the modern workforce.

Recognizing the imperative need for continuous upskilling in the professional realm, upGrad introduced a novel approach to education, allowing individuals to enhance their skills without pausing their careers. From catering to a modest learner base in its early days, upGrad's commitment to quality and innovation saw it soar, reaching over a million learners by 2020.

This rapid growth was not just in numbers but also in global reach, with expansions into North America, Europe, the Middle East, and the Asia Pacific. By 2021, upGrad's relentless pursuit of excellence earned it the coveted unicorn status, boasting a valuation of \$1.2B. Throughout its journey, upGrad has remained steadfast in its vision, continuously adapting and innovating to stay at the forefront of ed tech, shaping the future of learning and professional growth.

2015

The year when the company was founded

19%

Conversion rate from recommended to hiring

600+

Current employee strength across globe

THE CHALLENGE

In the fast-growing landscape of ed tech, UpGrad faced a pivotal challenge: scaling its team to match rapid growth while simultaneously ensuring hiring quality across diverse tech domains. Compounding this challenge was the company's struggle with a low conversion rate from first tech round recommendation to actual hires. This meant that while they received numerous applications, only a small percentage were successfully onboarded. Recognizing the need for a fair, unbiased and structured interviewing process, UpGrad sought to reduce time-to-hire without compromising on the quality of candidates selected.

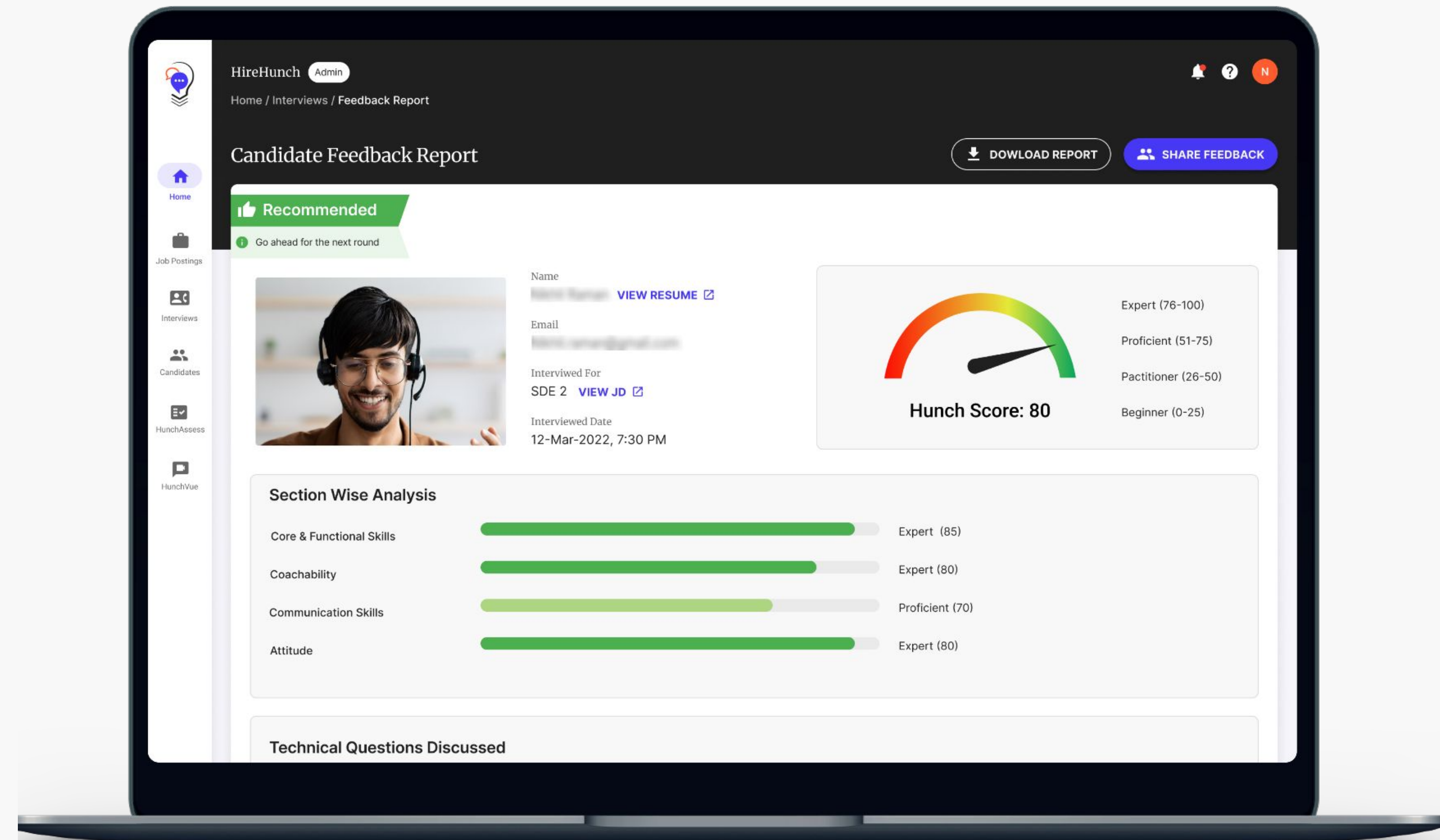
THE SOLUTION

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

In the fast-paced realm of education, UpGrad encountered a significant challenge: growing their team rapidly without compromising on quality in hiring. That's where HireHunch stepped in with an ingenious solution: HunchServe, the Interview as a Service platform

With HunchServe, HireHunch transformed UpGrad's hiring approach for the better. Skilled interviewers from MAANG and top product companies took charge. Leveraging our intuitive interviewing platform, HunchVue, made it effortless to engage in conversation, collaborate on drawings, and code together across a vast spectrum of programming languages—supporting over 35 in total. This not only allowed interviewers to assess candidates in real-time with a face-to-face like environment but also empowered candidates to showcase their technical proficiency to the fullest.

Through meticulous review of initial interview sessions and in-depth feedback reports, we honed our strategy to ensure optimal outcomes. Our comprehensive feedback reports offered actionable insights, empowering UpGrad's engineering team to pinpoint areas of focus for recommended candidates. As a result, they gained the confidence and precision required to navigate the recruitment landscape with ease and assurance.

The collaboration kicked off with a focus on rapidly hiring tech professionals, quickly shifted towards a thorough process to identify and select the best candidates for the business.

THE RESULTS

65%

Reduction in hiring time

75%

High conversion rate from application to hiring

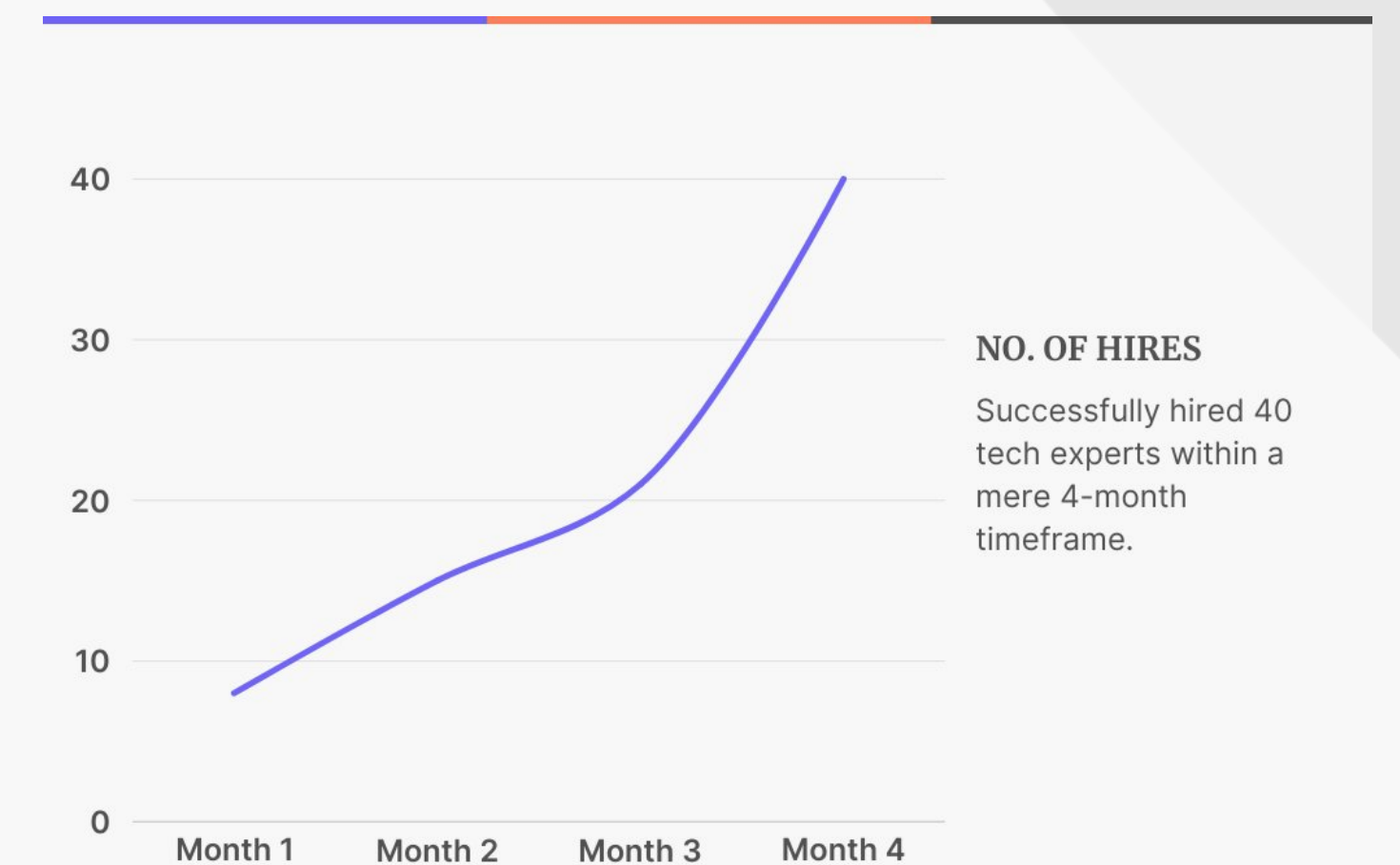
Reliable

Onboarded 40 tech experts in 4 months

upGrad's collaboration with HireHunch yielded remarkable results, addressing pivotal challenges. We achieved 65% faster hiring time, and a whopping 75% of our recommended candidates were offered a position. HireHunch, supported by a robust team of experts, made sure every candidate got a fair chance to showcase their coding and design skills in a well structured interview process.

It wasn't solely about speed; integrity was equally important. HireHunch ensured every interview was conducted fairly with the aid of smart, real-time proctoring alerts and swiftly capturing the nuances of the interviews in the video playback.

Together HireHunch and upGrad redefined recruitment, driving growth and success in the ed tech sphere.





"HireHunch has been instrumental in our global expansion. Their expertise ensured we always had the best tech minds on our team."

YOGESH NEHRA

Head of Engineering - upGrad

HireHunch is a suite of 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.

