

Carlsberg: Leverages Neufast for Management Trainee and Junior Professional Role Recruitment

Carlsberg Group is a Danish multinational brewer founded in 1847. The company is the top 4 brewer employing around 41,000 people primarily in Western Europe, Eastern Europe, and Asia. Carlsberg started to export beer to China in 1876. The company markets and distributes its flagship Carlsberg brand together with best-selling beer and cider brands (including third-party brands) include Kronenbourg 1664, HK YAU, Somersby, Jolly Shandy, SKOL, Asahi and Guinness.



HRTECH CATEGORY

TALENT ACQUISITION

SOLUTION PROVIDER



About Neufast

Neufast is an AI video interviewing company that is addressing the need for discovering competencies, faster and fairer.

[https://www.neufast.com/
Neufast on hrtech.sg marketplace](https://www.neufast.com/Neufast_on_hrtech_sg_marketplace)

BUSINESS CHALLENGE

Carlsberg operates across 8 markets in Asia including China, India, Singapore, Laos, Myanmar, Malaysia, Cambodia, and Vietnam.

The company has a wide range of job openings across the markets in Asia such as management trainee programmes, on-trade, and off-trade business development, and other business functions.

They were facing the following challenges as they scaled up:

- The **in-person recruitment process was not possible** during the COVID-19 pandemic with social distancing measures
- Hundreds of local and overseas candidates were required to be screened with **limited recruiting resources**.

SOLUTIONS

Neufast's differentiated offerings helped Carlsberg in the following ways:

- Neufast offered Carlsberg a **highly scalable, automated one-way video interviewing cloud** in English, Mandarin, Cantonese, and other Asian languages for their wide range of job openings across APAC.
- The solution included **automated competency assessment** of leadership, customer obsession, teamwork, effective communication, etc. based on Natural Language Processing (NLP) technology and Industrial and Organizational (IO) Psychology.
- Neufast's competency **scoring passes the four-fifths rule of measuring adverse impact** with no adverse effect on gender for top scorers.
- The platform provided job applicants **complete accessibility** by using PCs, laptops, Android & iPhone mobile phones.

BENEFITS

The implementation of the Neufast benefited Carlsberg in the following ways:

- Significant reduction of the recruitment process by **shortening interview time** with the sharing functionalities of candidate videos and score sheets with line managers.
- Reliable rating system with **customization of selection criteria**, comprehensive evaluation while **minimizing interview biases**.