

CASE STUDY

Modernizing High-Volume Hiring at a Leading U.S. Utility Provider

A major U.S. utility partnered with Pontoon and Glider AI to modernize high-volume customer care hiring. By shifting from resume-based screening to a full skills-based hiring model, the company reduced time-to-offer, eliminated interview no-shows, and saved hundreds of recruiter hours.

-> Read the detailed case study [HERE](#).

KEY CHALLENGES

- High applicant volume with inconsistent customer care skills
- Too many candidates lacking communication and problem-solving abilities
- Frequent in-person interview no-shows wasting recruiter and manager time
- Slow hiring cycles delaying customer care staffing

SOLUTION

Pontoon and Glider AI introduced an AI-powered, skills-based hiring workflow to:

- Evaluate customer care skills with targeted assessments
- Ensure supplier consistency across all vendors
- Fine-tune screening with ongoing calibration meetings
- Replace live interviews with on-demand video responses
- Enhance candidate experience with leadership welcome videos

IMPACT

By connecting skills assessments and on-demand interviews into one streamlined process, the utility created a faster, scalable, and more reliable hiring model.

- 277 interviews eliminated annually, saving hundreds of hours
- Time-to-offer reduced by 2 business days
- Better retention by hiring on verified skills, not resumes
- Expansion into additional business units, onboarding 162 reps with an 11-day release-to-offer timeline

RESULT

The utility transformed high-volume hiring into a proactive, skills-first system—moving faster, improving hire quality, and strengthening the customer care workforce.

50%

Faster
Time-to-Hire

67%

Higher Quality
Talent

2x

Improved
Candidate
Satisfaction

+1.5k

Multilingual
Assessments