Kritika AI

RECRUITMENT ASSISTANT

WhatsApp-First Hiring

Your AI Recruitment Assistant on WhatsApp

Discover. Apply. Track. Get Hired.
Just a **Chat** Away.

Smarter Hiring Brighter Careers

Kritika AI





WhatsApp-First Candidate Journey
Discover jobs, apply, track status and more

AI-Powered Job Matching
Find the right jobs faster with AI

Resume & Profile Screening
AI-based screening and skill matching

Interview Scheduling & Status Updates
Get real-time updates and manage your interviews

Document Upload & Verification
Easy document submission with secure verification

HR Workflow & Analytics
Complete recruitment visibility and insights

CredenTek
The NxtGen Technology Company

18+ Years of Experience | 50+ BFSI Solutions Delivered
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THE CHALLENGE

Recruitment is Evolving. Are Your Hiring Processes Ready?

High candidate expectations, growing application volumes and manual processes are making recruitment more complex than ever.



High Application Volume
Too many resumes to review and filter.

Low Candidate Engagement
Candidates expect instant responses and real-time updates.

Manual Screening Effort
Time-consuming to assess skills and suitability.

Interview Preparation
Inconsistent and manual preparation across roles.

Fragmented Communication
Multiple follow-ups across candidates, interviewers and stakeholders.

Slow Onboarding
Document collection and verification takes time and effort.

> Great candidates shouldn't be lost due to slow, manual processes.

The Need for Intelligent Recruitment

An AI-driven recruitment ecosystem that can engage, understand, evaluate and onboard candidates seamlessly.

Meet Candidates Where They Are
On WhatsApp

Use AI for Smarter Decisions
With explainable insights

Streamline End-to-End Hiring
From requisition to joining

Deliver Better Hiring Outcomes
Higher quality, faster hiring

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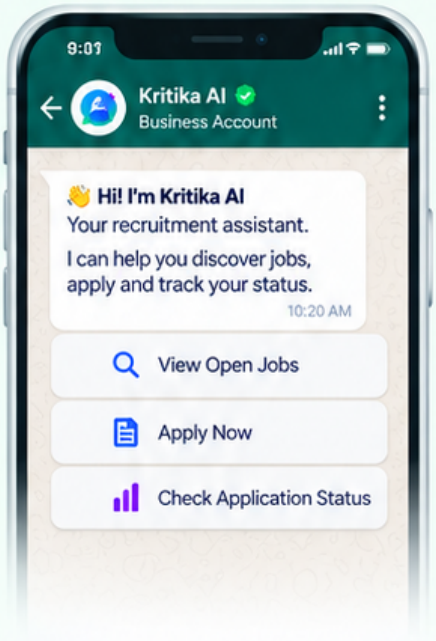
One Intelligent Platform for Modern Recruitment

Kritika AI connects WhatsApp-first candidate journeys, AI intelligence, and a centralized HR command centre.



01 Candidate Self-Service on WhatsApp

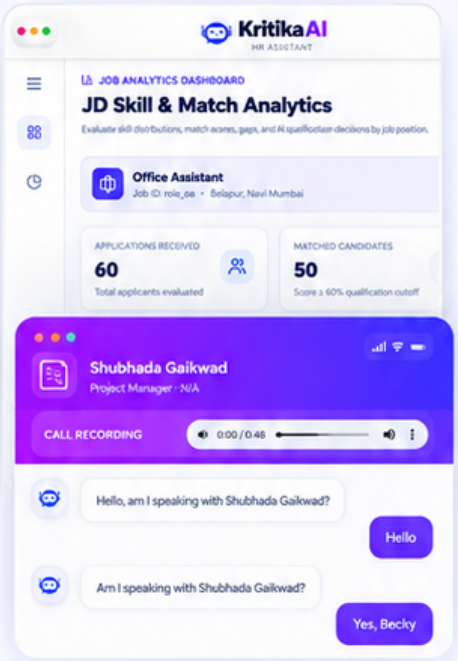
A simple, conversational way for candidates to find and apply for the right opportunities.



- Discover relevant jobs
- Apply and share profile
- Track status and next steps

02 AI Intelligence Layer

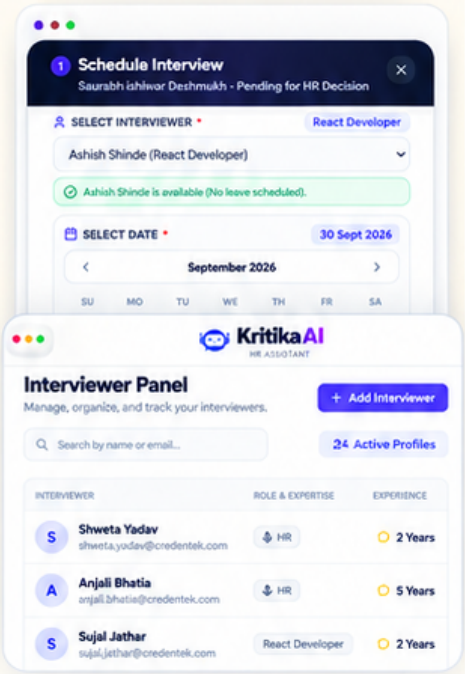
Turn unstructured data into meaningful insights and faster, fairer hiring decisions.



- Resume parsing & JD match
- Voice screening & structured summaries
- Explainable scoring & skill-gap insights

03 HR & Interviewer Command Centre

A centralized workspace to manage openings, coordinate interviews and track candidate progress.



- Create openings and manage pipeline
- Schedule interviews and assign panels
- Capture feedback and move candidates forward

Candidates
Discover • Apply • Track

HR Teams
Manage • Evaluate • Hire

Interviewers
Conduct • Assess • Collaborate

From discovery to onboarding — one connected recruitment workflow.

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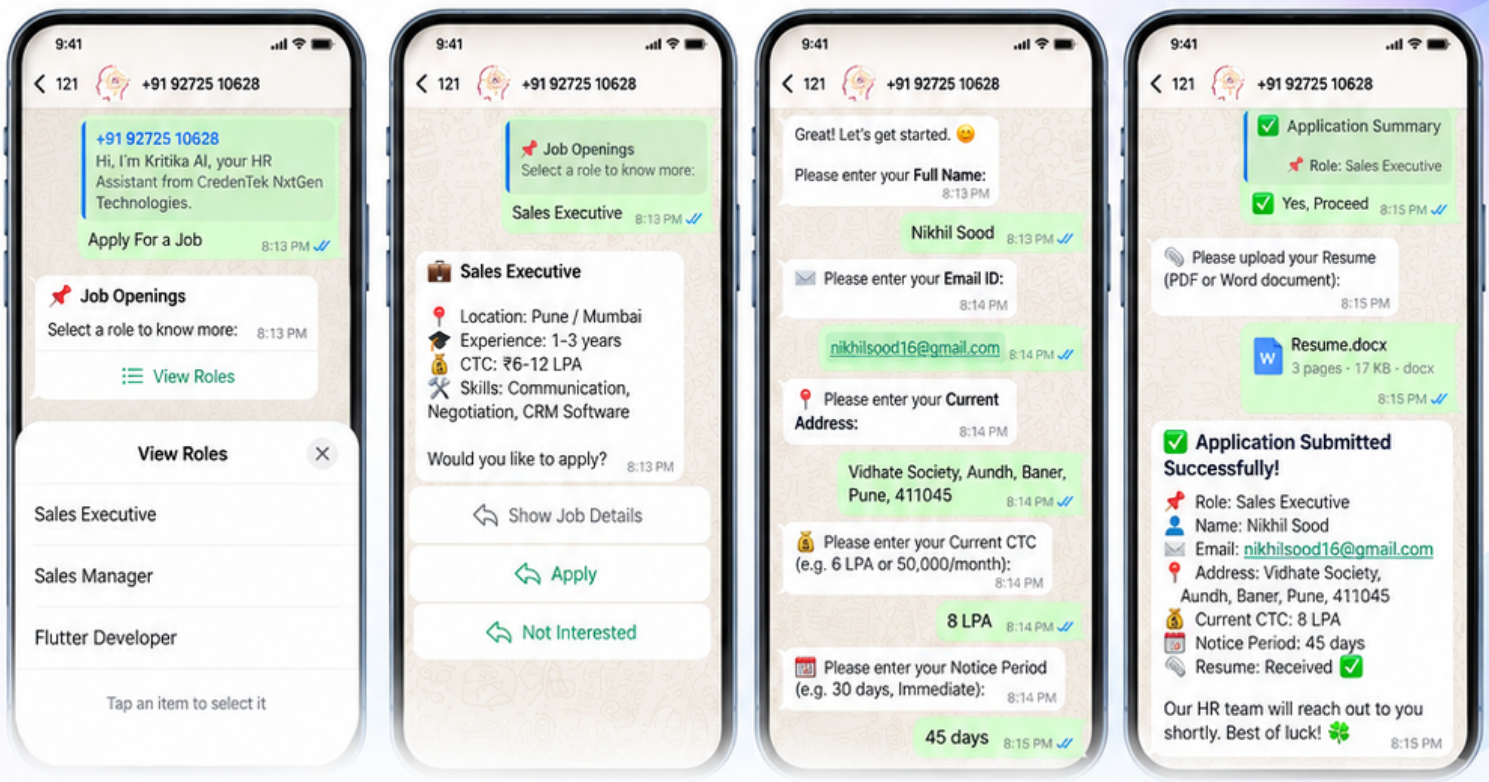
CANDIDATE EXPERIENCE

WhatsApp-First Candidate Journey

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From job discovery to application, documents and status tracking — all in one familiar chat experience.

Your next opportunity is just a chat away!



01 Discover Opportunities
Browse open roles and explore opportunities directly on WhatsApp.

02 Understand the Role
View key details like location, experience, CTC and skills, then apply with a tap.

03 Apply in Chat
Share your details through a simple, guided conversational flow.

04 Submit & Track
Upload your resume, submit your application and get instant confirmation.

What candidates can do on WhatsApp

- Scan QR and start instantly
- Discover open jobs and view JDs
- Apply with guided conversational flow
- Upload resume and documents
- Track application status and next steps
- Receive interview/ test notifications
- Get multilingual assistance

DigiLocker-enabled document access

DigiLocker

With candidate consent, Kritika AI can support collection and verification of key documents through DigiLocker-enabled journeys.

- PAN
- Aadhaar
- Marksheets
- DOB Certificates
- CKYC
- National Health ID
- Driving License
- EPFO UAN

Familiar UX
Chat on a platform they already use

Higher completion rates
Conversational guidance reduces friction

Lower drop-offs
Simple, step-by-step application journey

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Transforming Resumes into Hiring Insights

Kritika AI understands candidates beyond keywords — analyzing skills, experience and role fit to help recruiters make faster, better decisions.

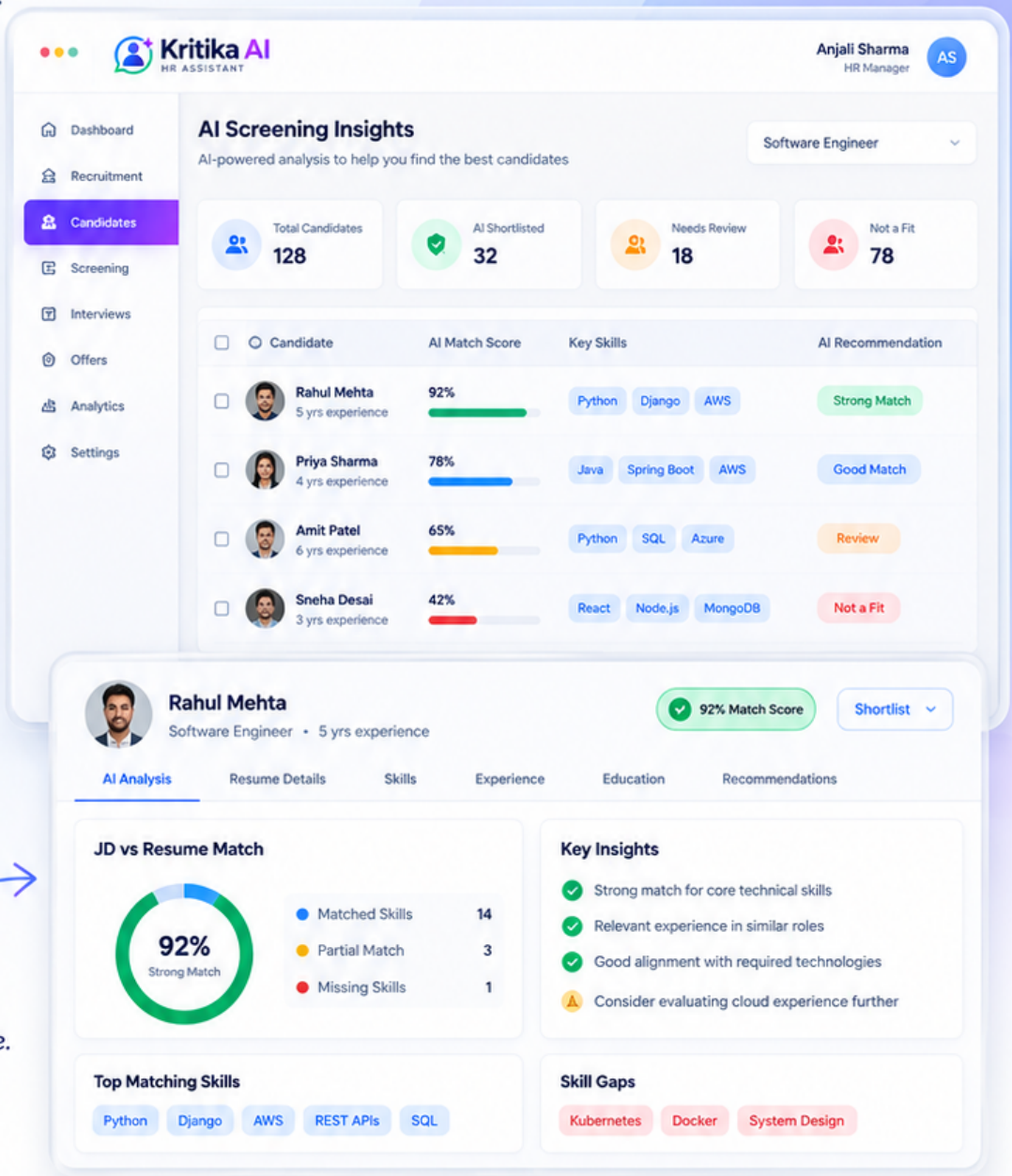
AI analyzes resumes against the job description to surface the best matches.

Smart Resume Parsing
Extracts key information such as skills, experience and education.

JD Match Analysis
Compares candidate profile with job requirements.

Skills & Gap Insights
Identifies matching skills and highlights skill gaps.

Candidate Ranking
Recommends top candidates with explainable AI insights.



Explainable AI insights for every candidate.

Help Recruiters Hire Smarter

From resume screening to shortlist, Kritika AI puts the right insights at your fingertips.

60% Faster screening

Higher quality shortlists

Data-driven hiring decisions

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Intelligent Conversations Beyond the Resume

Kritika AI conducts automated voice screening to evaluate candidates, understand their communication skills and assess role fit — before your interview stages.

AI conducts natural, role-specific conversations in multiple languages.

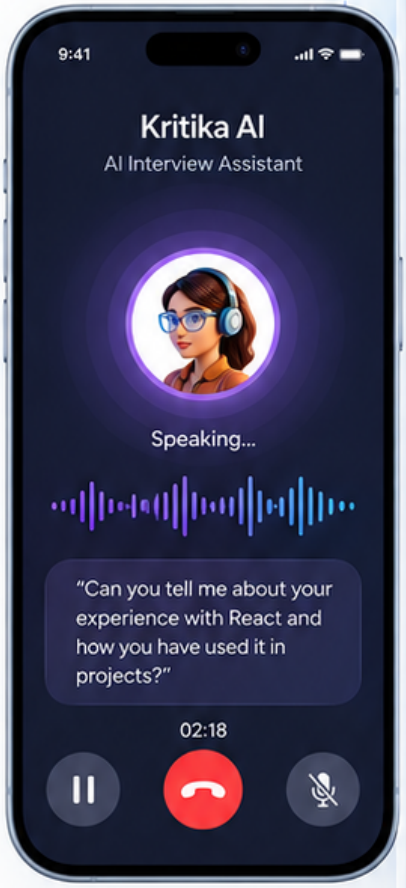
Automated Calls
AI initiates calls to shortlisted candidates at the right time.

Role-Specific Questions
Dynamic questions based on job description and candidate profile.

Multilingual Conversations
Engage candidates in their preferred language.

Transcripts & Summaries
Full transcript, key highlights and AI-generated summary available for recruiters.

Recruiter Decision Support
Get structured insights to help you move the right candidates forward.



AI Call Summary

Completed

Rahul Mehta
Software Engineer
May 14, 2024 | 18 mins | English

Summary | Transcript | Assessment | Next Steps

Conversation Summary

Rahul has 5 years of experience in full stack development with strong hands-on experience in React, Node.js and AWS. He demonstrated good problem-solving skills and clear understanding of system design concepts.

Key Highlights

- Strong communication skills
- Relevant experience for the role
- Good understanding of React and system design
- Shows interest in learning and growth

Areas to Explore Further

- More depth on cloud architecture experience
- Explore hands-on experience with Docker/Kubernetes

Overall Assessment	Recommendation
8.2 / 10	Move to Next Round

AI Generated Transcript

Kritika AI 00:00
Can you tell me about your experience with React and how you have used it in projects?

Rahul Mehta 00:12
I have around 5 years of experience working with React...

Kritika AI 00:35
How do you handle state management in a large application?

Rahul Mehta 00:48
In most of my projects, I have used Redux Toolkit...

AI Assessment Insights

Technical Knowledge	8.5
Communication Skills	8.0
Problem Solving	7.8
Role Fit	8.2

Reduce Screening Effort. Find Better Candidates.

70% Faster first-level screening

Higher quality interview pipeline

Consistent and unbiased evaluation

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Simplify Interview Scheduling and Communication

Kritika AI automates interview scheduling, keeps all stakeholders informed, and ensures a smooth and consistent interview experience.

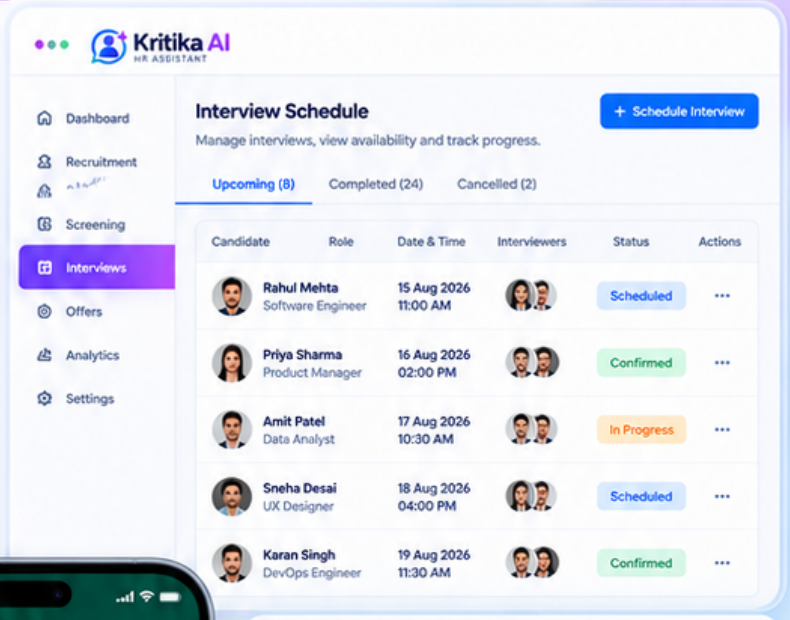
Smart Scheduling
Find the best time based on interviewer and candidate availability.

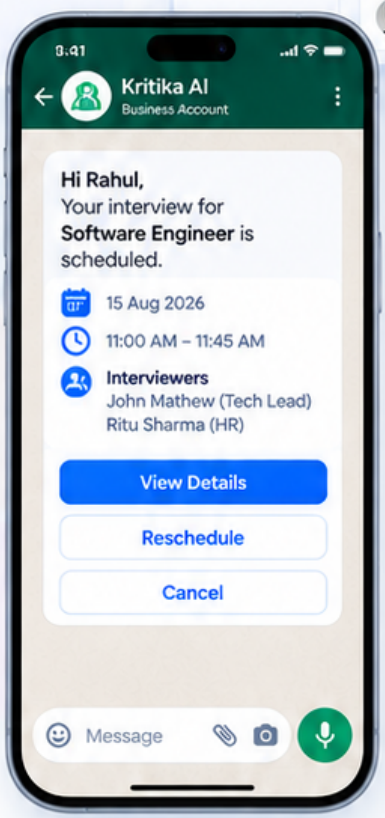
Automated Notifications
Send confirmations, reminders and updates on WhatsApp, email or SMS.

Interviewer Support
Provide role-specific question suggestions and candidate insights.

Feedback & Evaluation
Capture structured feedback and ratings from interviewers.

Real-time Status Updates
Keep candidates and HR teams informed at every step.







Deliver a Seamless Interview Experience

Better Collaboration
Between HR, interviewers and candidates.

Faster Hiring
With automated coordination.

Higher Candidate Satisfaction
Through clear and timely communication.

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Faster, Hassle-Free Document Verification and Onboarding

Secure, compliant and paperless onboarding for a better candidate experience.

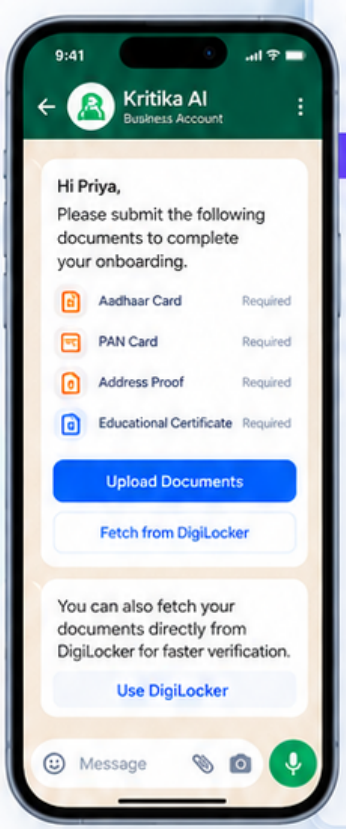
Kritika AI simplifies document collection, verification and onboarding with digital-first, compliant and secure processes.

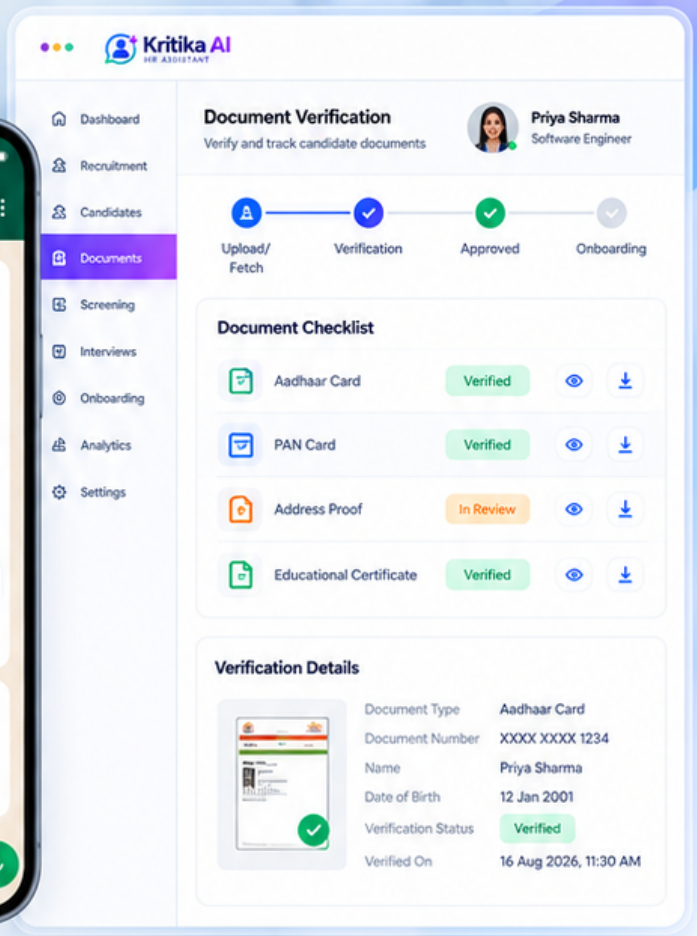
Guided Document Collection
Role-based checklist with clear instructions for candidates.

DigiLocker Integration
Fetch and verify government documents securely with candidate consent.

Automated Verification
AI validates documents for completeness, authenticity and compliance.

Seamless Onboarding
Move verified candidates directly to onboarding with real-time status updates.





From Documents to Onboarding — Seamlessly

1. **Document Checklist**
   Role-based list shared with candidate
2. **Upload or Fetch via DigiLocker**
   Candidate uploads or fetches with consent
3. **AI Verification**
   Validates authenticity and compliance
4. **Approval**
   HR review (if required) and final approval
5. **Move to Onboarding**
   Verified candidate proceeds to joining

Reduce Manual Effort. Ensure Compliance. Onboard Faster.

50%
Faster document verification

Higher compliance
with reduced risk

Better candidate experience
with a smooth, paperless process

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Data-Driven Insights for Better Hiring Decisions

Kritika AI provides real-time analytics and insightful reports to help you track performance, identify bottlenecks and continuously improve your recruitment process.

Turn recruitment data into actionable insights with AI-powered analytics.

Real-time Dashboards
Track key hiring metrics at a glance.

Pipeline Analytics
Monitor candidate flow across all stages.

Source Effectiveness
Identify the best hiring channels.

Diversity & Inclusion
Track hiring diversity metrics.



Key Insights at a Glance

30% Faster Hiring
Reduce time-to-hire with AI-driven insights.

Higher Quality Candidates
Better matching and screening accuracy.

Optimize Hiring Channels
Invest in the most effective sources.

Measure. Improve. Hire Smarter.

Kritika AI's analytics help you make informed decisions and build a stronger talent pipeline.

- Data-driven recruitment strategy
- Continuous process improvement
- Better business outcomes

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Recruit Without Language Barriers

Kritika AI engages candidates in their preferred language, enabling inclusive, efficient and globally scalable recruitment.

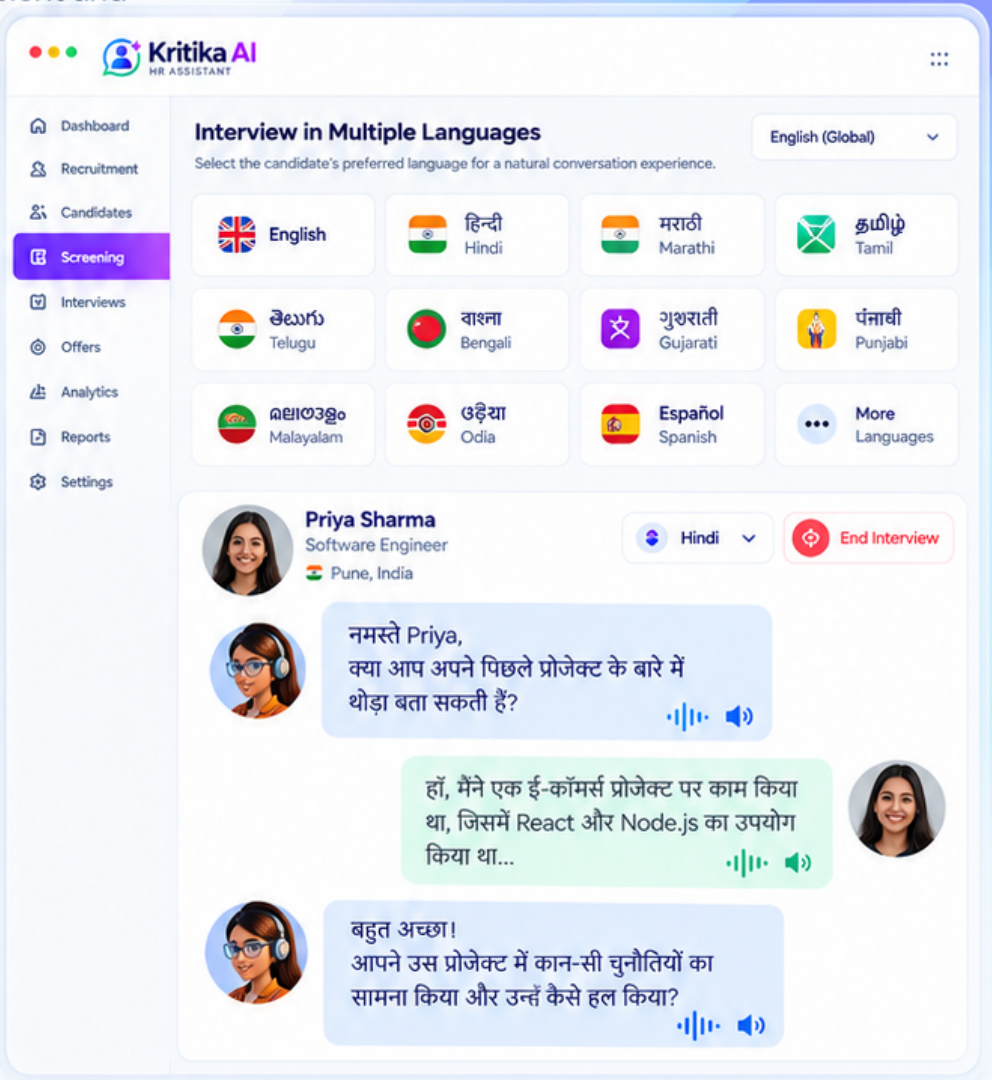
Same great experience for every candidate — in their own language.

Multi-Language Conversations
Conduct interviews and interact with candidates in multiple Indian and global languages.

Localized Candidate Experience
Natural, culturally relevant conversations for better engagement and responses.

Wider & Diverse Talent Access
Reach candidates across regions, backgrounds and geographies.

Consistent Evaluation
AI ensures standardized assessment across all languages.



Hire Talent from Anywhere in the World

Kritika AI supports multiple languages and regional contexts, helping you build a truly global and diverse workforce.



Popular Languages Supported

English · Hindi · Marathi · Tamil
Telugu · Bengali · Gujarati · Punjabi
Malayalam · Odia · Spanish · And More

3x
Wider Talent Reach
Tap into regional and global talent pools.

Higher Candidate Engagement
Natural language conversations drive better participation.

More Inclusive Hiring
Remove language barriers and build diverse teams.

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Seamless Integration with Your HR Ecosystem

Kritika AI fits into your existing HR technology landscape, working seamlessly with your ATS, HRMS, communication and collaboration tools.

Integrate. Automate. Scale.
Kritika AI works with your existing systems for a unified recruitment experience.

Applicant Tracking Systems (ATS)

Sync candidates, jobs, schedules and feedback

- Workday
- SAP SuccessFactors
- Taleo
- Greenhouse
- Lever
- Others

HRMS

Employee data, hiring manager details, policies

- SAP SuccessFactors
- Workday
- Oracle HCM
- Others

Communication Channels

Interview invites, reminders and notifications

- Outlook
- Gmail
- WhatsApp
- SMS
- Microsoft Teams
- Others

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Video Conferencing

Automate interview scheduling and meeting links

- Zoom
- Microsoft Teams
- Google Meet
- Others

Identity & Compliance

Secure access and regulatory compliance

- Azure AD
- Okta
- SSO
- Audit & Logs

Evaluation & Assessment Tools

Integrate assessments and skill evaluations

- Mettl
- SHL
- HackerRank
- Others

Key Integration Benefits

Unified Workflow
Single view of candidates across all systems.

Faster Time to Hire
Automated data sync and scheduling.

Reduced Manual Effort
No duplicate data entry across tools.

Enterprise Security
SAML/SSO, role-based access and audit logs.

Flexible & Scalable
Integrate with your preferred tools and add new systems easily.

Built for the Enterprise

Secure, scalable and flexible — ready to meet the needs of modern organizations.

Security & Compliance
SAML/SSO, GDPR readiness and audit trails.

Cloud or On-Prem
Flexible deployment options to suit your IT strategy.

Open APIs
REST APIs and webhooks for easy integration.

Scalable Architecture
Supports enterprise volumes and multi-location hiring.

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Smarter Hiring for a Brighter Tomorrow

AI-powered recruitment that helps organizations find, engage and hire the right talent — faster, easier and more inclusively.

- Right Talent
- Faster Hiring
- Higher Productivity
- Stronger Workforce

People Potential Performance

TALENT
TODAY
STRONGER
TOMORROW

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