Case Study: AI-Powered Interview Preparation Chatbot

Client Profile
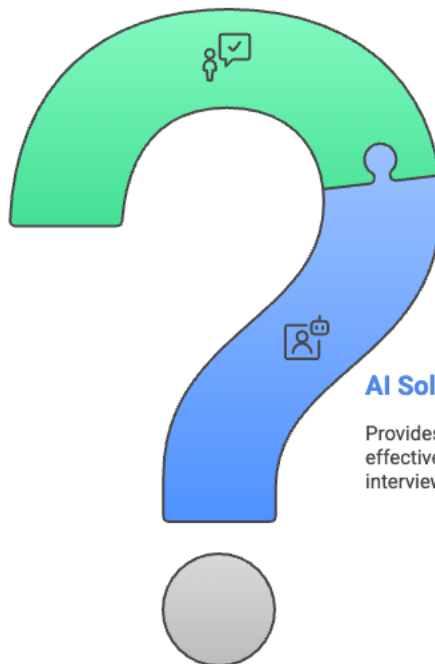
A career coaching startup aiming to offer scalable, high-quality interview preparation support for job seekers.

Business Challenge

How to address challenges in interview preparation?

Personalized Coaching

Offers tailored feedback but is expensive and doesn't scale well.
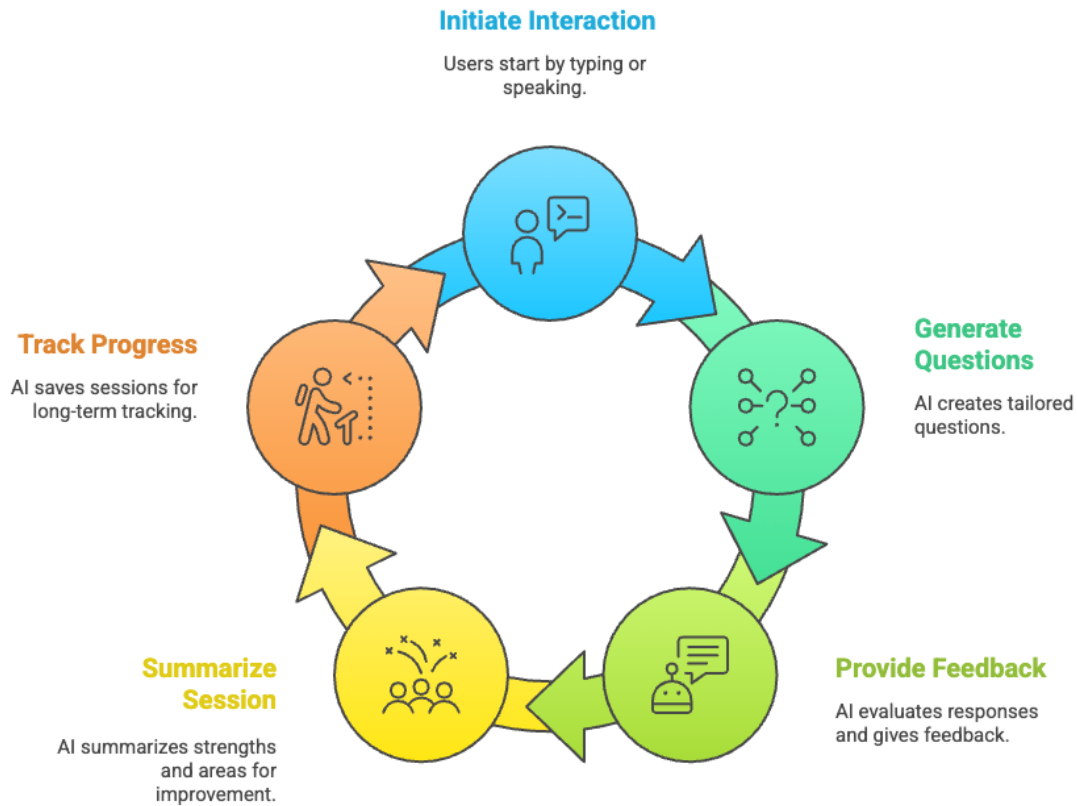
AI Solution

Provides scalable, cost-effective, and realistic interview support.

The startup faced several core challenges:

- Many job seekers experienced **interview anxiety** and lacked feedback on their performance.
- Personalised coaching didn't **scale well** and was **cost-prohibitive**.
- Candidates needed access to **realistic, 24/7 mock interview support**.
- The AI solution had to simulate **real interviewer behaviour** and provide **personalised feedback**.

⬜ Solution Approach

AI-Powered Interview Preparation Cycle

Initiate Interaction

Users start by typing or speaking.

Generate Questions

AI creates tailored questions.

Track Progress

AI saves sessions for long-term tracking.

Provide Feedback

AI evaluates responses and gives feedback.

Summarize Session

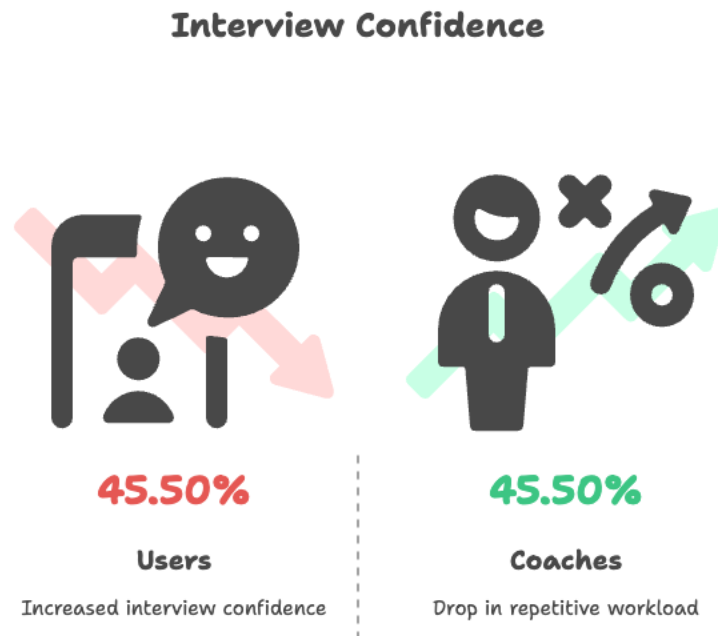AI summarizes strengths and areas for improvement.

We developed a **web and mobile AI Interview Coach chatbot**, powered by state-of-the-art LLMs and speech technologies.

Key Features

- **Text + Voice Interaction**:
  - Users could respond to questions by typing or speaking.
  - Voice handled by **ElevenLabs (text-to-speech)** and **speech-to-text** for natural interactions.
- **Dynamic Question Generation**:
  - Users could input a job title or a complete job description.
  - GPT-4 generated **tailored question sets** based on industry and role expectations.
- **Real-Time Feedback Engine**:
  - GPT-4 evaluated responses using behavioural interview frameworks like **STAR**.
  - Feedback included:
    - Content relevance

- ▪ Structural clarity
- ▪ Delivery tone & pacing
- ▪ Filler word frequency
- **Session Summary + Progress Tracking**:
  - o After each session, users received a breakdown of their strengths and improvement areas.
  - o Previous sessions were saved for **long-term skill tracking**.

✅Results & Benefits

Interview Confidence

45.50%	45.50%
Users	**Coaches**
Increased interview confidence	Drop in repetitive workload

- Over **1,000 users** engaged in the first month.
- Users averaged **three mock sessions each**.
- **87%** reported increased interview confidence.
- **200+ users landed jobs** within 2 months.
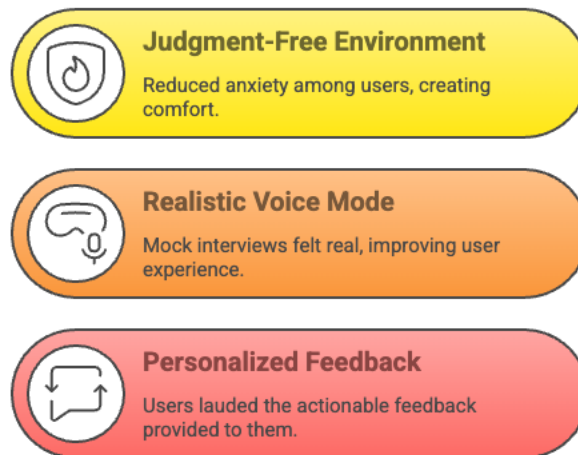
From the startup's perspective:

- **60% drop** in repetitive workload for human coaches.
- **3x increase** in client capacity with no additional staff.

- **Cost-effective sessions** improved margins and accessibility.
- **Consistent feedback quality** across all users.
- Users practised more frequently – often doing "night-before" prep sessions.

☐ User Impact

"The AI coach picked up on things even my friends didn't notice in my answers. It's like a mirror that talks back and helps you improve."

Platform Benefits

Judgment-Free Environment
Reduced anxiety among users, creating comfort.

Realistic Voice Mode
Mock interviews felt real, improving user experience.

Personalized Feedback
Users lauded the actionable feedback provided to them.

- The **judgment-free environment** eased anxiety.
- Voice mode made mock interviews **feel realistic**.
- Initially sceptical users praised the **personalised and actionable feedback**.

The startup noted that clients who paired the chatbot with human coaching had the **most significant performance gains**.

☐ What's Next

- Expanding to include **industry-specific modules** and **video-based feedback** (for body language).
- Partnering with **university career centres** to help students land their first jobs.

The AI chatbot has become a **cornerstone of the startup's product strategy**, driving engagement, client success, and media recognition.