



# LET'S CHAT!

## A Chatbot Recruitment Case Study

### **FASTER CONNECTIONS WITH BETTER, MORE QUALIFIED CANDIDATES USING CHATBOTS.**

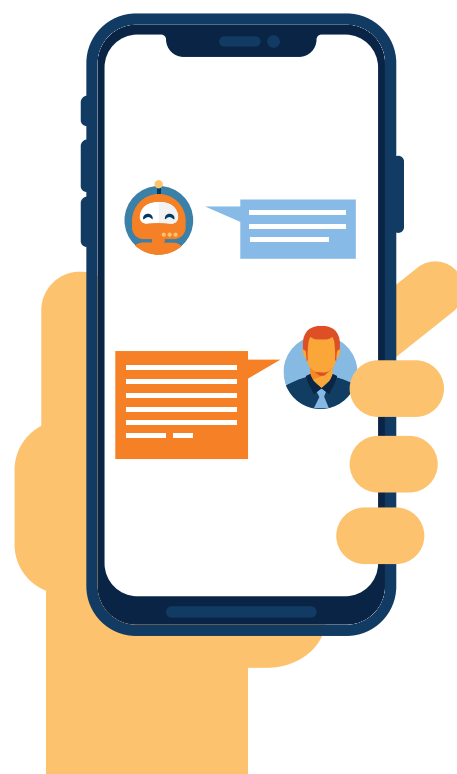
Alorica Philippines plays host to nearly 20 unique Alorica sites, which collectively recruit thousands of candidates per year. As ad campaigns evolve to reach job seekers through social media and other non-traditional channels, our Philippines teams have turned to chatbot automation technology as a smarter, faster way to connect with qualified applicants and bring the right candidates in the door.

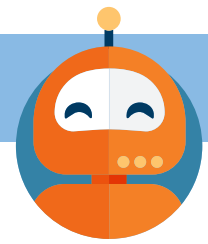
#### **THE CHALLENGE**

- Maximize online recruiting channels
- Candidates were being generated, but most leads were inactive
- Reduce manual phone call outreach to candidate leads

#### **THE OUTCOME**

- **In just three months, we interviewed ~3,000 candidates—**versus 966 that same period the year prior
- Saved more than **1,200 man-hours** during a 3-month period
- **Cost-per-hire reduced by 84%**
- **Online channel conversion rate 14-16%**, versus traditional channels at 4-6%





## THE CHALLENGE

### Make a Stronger Connection.

The client was particularly invested in saving time and money—while enhancing productivity. They wanted to find a way to engage customers and reduce the reliance on phone calls to drum up candidate leads.

## THE SOLUTION

### Starting a Conversation by Speaking Their Language.

To attract the best talent, we needed to find a way to talk to our talent pool in ways they preferred—enter chatbot. We began by embedding the tech into our Philippines Facebook page, and immediately we were handling simultaneous inquiries, providing real-time responses and conducting initial candidate screenings via Facebook Messenger. The best part? It all takes place 24/7, dramatically increasing the number of candidates we can assess and ultimately hire. Beyond simple introductory communication, our chatbot is able to facilitate in-depth Q&A sessions with applicants; their responses are easily accessed by recruiters who can follow-up with next steps by phone, preserving candidate excitement and increasing the likelihood of an in-person interview.

## THE OUTCOME

### Qualified Candidates, Faster than Ever.

Chatbots have completely changed our recruiting game. Not only have we saved money and man-hours, but qualified candidates are unquestionably connecting with the company and resonating with our recruitment strategy.

It just goes to show—the trick to getting face time is a little screen time.



### Time and Cost Savings

1,212 man-hours saved during a 3-month period



### Increased Productivity

3,088 qualified interviews processed



### Real-time Response to Applicants

interested and engaged applicants, and an increase in conversion rate



### 84% Reduction

in cost-per hire