FASTER CONNECTIONS WITH BETTER, MORE QUALIFIED CANDIDATES USING CHATBOTS

Alorica Philippines plays host to 17 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 RESULTS
- 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 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

ABOUT ALORICA

At Alorica, we only do one thing -- we make lives better. How? As the world’s leading platform for all customer interactions, we create insanely great experience for customers fueled by innovative technology, advanced data analytics, and CX intelligence. Utilizing insights from more than 600 million consumer interactions curated annually, Alorica is a systems integrator of choice to 25 of the Fortune 50 healthcare companies, six of the 10 largest financial institutions, four of the five largest telecommunications companies, and five of the largest retail companies. We call the OC home, headquartered in Irvine, Calif., with more than 100,000 employees in approximately 140 locations across 16 countries and 11 time zones around the globe.

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