



CASE STUDY:

Maximizing Candidate Talent Pool for High Volume RPO

IBS

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HOLDING LTD.

Acquiring key talent is a top priority for all companies in the 21st century and all HR leaders are looking for ways to maximize the size and quality of their candidate pool. A large RPO firm who places approximately 120K candidates per year was seeking to improve their conversion of call-in job applicants on one of their largest key accounts. The RPO firm partnered with XOR and a chatbot with artificial intelligence was deployed to significantly augment the number of applicants captured in the hiring process without any increase in headcount resources for the customer.



CALL
CONVERSION
INCREASE

60.000

UNIQUE CALLS

^ 50%

THE CHALLENGE

The employer calculated they were losing approximately **12,000** applicants from unanswered inbound calls during non-business hours and weekends. Most of the calls were placed to the employers HR department. The vast majority of the calls were seeking information on current open vacancies or the status of the caller's active application. The employer had to address two key objectives without adding headcount:

- 1) Capture significantly more applicant inquiries and lead them to current open positions, and
- 2) provide an automated **24/7** resource for candidates to learn the status of their application from the ATS platform.

THE SOLUTION

XOR teamed with the RPO firm to integrate the chatbot into the call-in application process. When the applicant called in regarding a job posting, the caller ID was captured and an SMS link was automatically sent to the applicant's mobile phone. Clicking the link activated the RPO branded chatbot and started the application process for the candidate. New applicants were presented opportunities that matched their location and skills, while returning applicants we sent automatic updates on their status in the application process.

THE RESULT

The results were remarkable. In **two months'** time:

- 60,000 unique SMS applications were received
- The conversion of calls to application increased more than 50%
- Initially unsuccessful candidates were redirected to more appropriate job postings
- Candidate satisfaction and engagement increased dramatically