

# Case study:

## Aviation, Manufacturing, Defense, Government, Staffing



Number of Employees: 200-500

Roles Hiring For: Technical, Engineering, Mechanics

**3x** Recruiting Efficiency   **82%** Candidate Conversions

### About 4M

4M HR Logistics is a staffing agency that matches candidates with positions in aviation, technical trades, manufacturing, government, and defense. Their specialties also include engineering, automotive, electrical contracting, facility maintenance, data/fiber optic communication, and solar/wind energy. They value comprehensive screening, as well as quality candidate selection processes. They have an impressive client portfolio, including the Department Of The Air Force and the Army Enhanced Medium Altitude Reconnaissance and Surveillance program.

### The Problem

4M HR Logistics was struggling with a decentralized candidate flow as recruiters had to log in to many different job board sites individually to access applicant information. Each of these sites had unique logins, workflows, and application methods, making it harder for the team to track new applicants. Compounding with this issue, they also had to manually create candidate profiles for these applicants in their ATS.

Due to their unique industry-specific positions, 4M's screening and scheduling workflows were taking extra time. The qualification questions are very specialized for the roles and were very important to the hiring process. In addition to the heavily manual hiring workflow, this complex screening was inefficient, taxing, and costly for the company.

100% of applicants received immediate follow up from the system without any delay between their initial application and their first point of contact with the company.



## XOR's Solution

In order to cut down on their slow, manual workflow, XOR helped them configure a chatbot to automate all of this work. This change enabled them to screen candidates using the chatbot, and push that information directly into their ATS. Scheduling was automated as well by integrating their work calendars, further relieving the manual work of the hiring team.

Candidates who applied received instant automated responses from XOR, asking preliminary questions and giving rapid feedback 24/7. 100% of applicants received immediate follow up from the system without any delay between their initial application and their first point of contact with the company.

In just the first two weeks of implementation, 487 candidates were pre-screened by XOR.

Overall, there was a 75% reduction in time spent doing manual candidate database maintenance.

## 4M's Results

The efficacy of these changes was monumental for 4M. In just the first two weeks of implementation, 487 candidates were pre-screened by XOR. With the previous manual workflow in place, a number like that would have taken significantly more time to process.

Overall, there was a 75% reduction in time spent doing manual candidate database maintenance. All of that time can now be used to improve the candidate experience and allows the hiring team to give more time to top-tier applicants.

On top of that, the conversion rate of candidates through the automated XOR chatbot system was 82%, showing a positive response from applicants.

## Why XOR?

XOR can help companies streamline tedious, manual workflows just as they did for 4M. We work with your hiring team to allow them more one-on-one time with candidates by reducing the time spent on ATS management, screening, and scheduling. By centralizing different application sources such as job boards into one system, we not only save your team time but allow you to focus on your most qualified candidates.