



Zoom Recruitment processes 16,556 applications in 2020 using smartAI chatbot

Overview



Founded in 2004, Zoom Recruitment has become renowned for the recruitment and labour-hire solutions they provide across a range of light industrial, civil, construction and commercial industries.

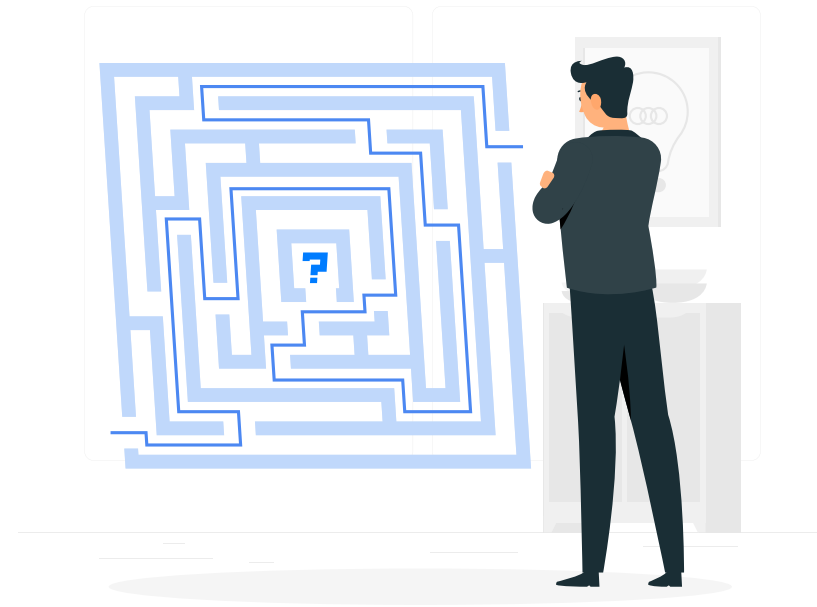
As an owner-managed agency with branches in seven locations across Australia, it's clear that they're committed to building long-term relationships with clients and candidates alike - something which most smartAI customers have in common.



The Challenge

At the start of 2020 Zoom Recruitment approached us with the age-old recruitment-related challenge:

Recruiters were spending too much time on laborious admin tasks. Zoom's General Manager, Nathan Webb, and his team knew that there had to be a better way. A way to boost their efficiency and drive down costs. All while improving client and candidate experience.



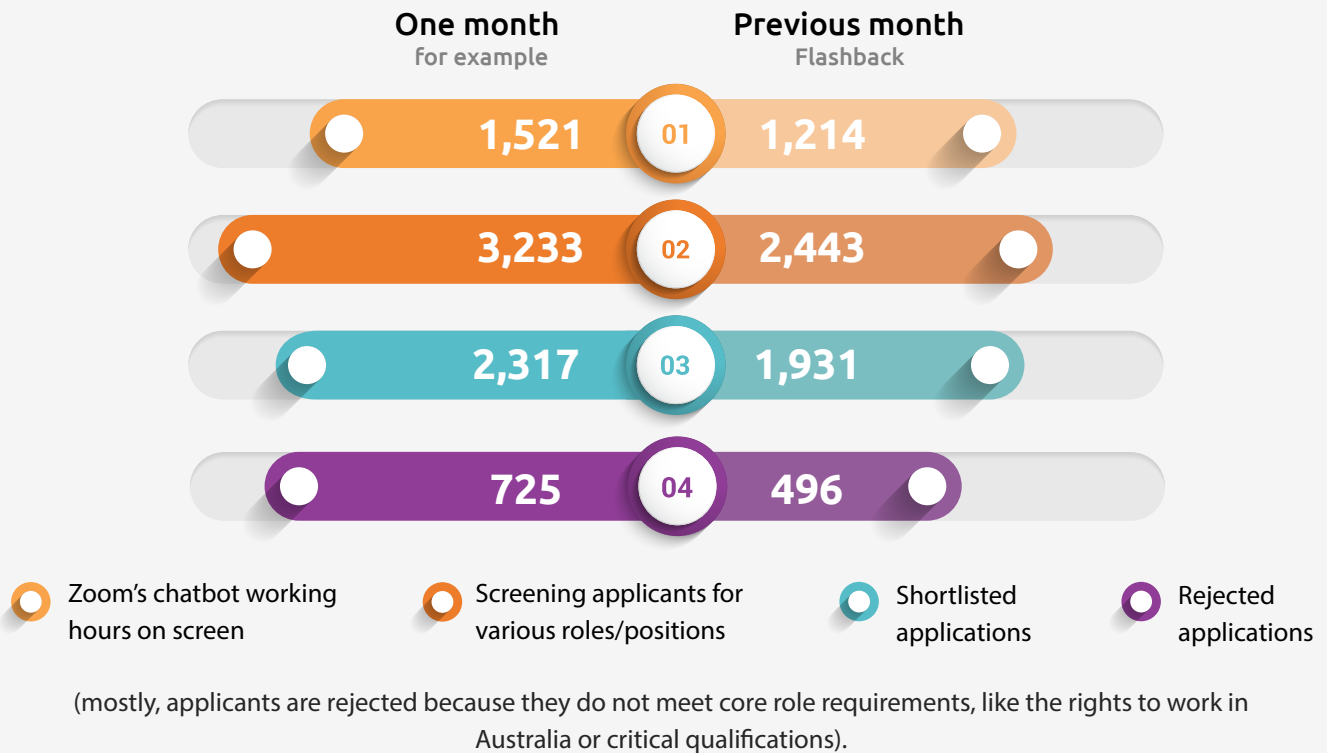
The Solution

This is where smartAI came into the picture. Over the next 21 days, smartAI worked closely with Zoom to design, create, train and deploy their chatbot solution, implementing a chatbot solution for 9 different job roles across all 7 offices.

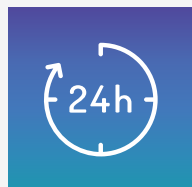
Prior to turning to smartAI's 'Engage Solution' (a recruitment chatbot and automation workflow designed specifically to facilitate the screening, shortlisting and selection phase of the recruitment process), Zoom's team would take an average of 18 days' time from job role creation to interview scheduling.

The Outcome

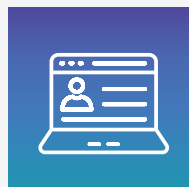
Today, with the use of Zoom's very own smartAI chatbot which they've affectionately named "Nate"; this whole process takes on average 3 days.



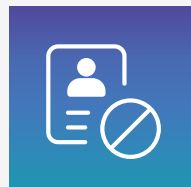
From the beginning of 2020 to the end of November of the same year, this translates into;



8,171
Hours of work completed by the smartAI chatbot



16,556
Applications screened



3,571
Rejected



12,771
Shortlisted

Empowering Recruiters

What this enables an agency like Zoom Recruitment to do, is to rethink how their recruiters spend their time. "We've increased our capability as a result of incorporating AI and this has become a selling point to clients for us," explains Sarah Campase, Zoom's Continuous Improvement Consultant.

Instead, they have time to focus on the things technology can't do. Like building stronger relationships with clients and better understanding their needs. "This has resulted in a more efficient screening process and an improved fill rate."



Improving Candidate Experience

You may already know that 75% of applicants don't hear back from employers after their initial application, while 65% don't hear back even once they've been for an interview. What you may not know, however, is that getting back to applicants can be automated. Through smartAI's Engage solution, Zoom Recruitment instantly communicates with every applicant... And not just through chat during the application process. Applicants who do not meet the minimum requirements for each role are immediately politely rejected. Shortlisted candidates, in turn, are invited to the interview stage and kept in the loop about the hiring process.

Candidate experience, though, is a critical part of recruitment. And it's one that Zoom Recruitment takes seriously.

