



# AI AND MACHINE LEARNING CASE STUDY



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Case Study: Leading Staffing and Recruiting Company Leverages AI and Machine Learning to Get Their Recruiters Out of the Job Matching Game, Increasing Revenue and Profitability.

Our client is a Fortune 500 staffing and consulting firm that has been recognized as one of the World's Most Admired Companies by Fortune magazine.

They specialize in finding temporary, project and full-time jobs for highly skilled professionals. By combining cutting-edge recruiting technology with best-in-class customer service, they have become and continue to be a market leader in their industry.

## PROBLEM/CHALLENGE

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Our client was spending more and more money hiring recruiters to manually match job applicants with open positions. Even with their existing sophisticated automated infrastructure, they still had to continue to hire recruiters for this task. If the client could automate this process, it would positively affect profitability, while also enabling recruiters to be out selling and increase revenue.

The client's goal was to completely automate the job matching process from start to finish. But, matching the right person to the right job has a significant effect on whether that person likes the job and does it well – which affects both the job applicant's length of employment and job satisfaction and the hiring company's satisfaction. Therefore, maintaining the high quality of job matching that our client was known for was critical.

Our client also retained an IT department; however, it was limited to serving the needs of the company. With the introduction of AI, the IT department could shift their focus from providing laptops and software to products that generate revenue thus improving profitability.

## SOLUTION

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Using Artificial Intelligence and Machine Learning technologies, Bright Apps built a search product to completely automate the job matching functions for both job seekers and companies.

A job seeker can now go to the client's website, search for a job, choose their skillset, and upload their resume as they always would. However, now, the AI on the backend immediately begins gathering this data and incorporating and building on other data points to improve the job matching and deliver more intelligent job options to the job seeker.

The type of information the AI is building on includes:

- Information from this individual's resume
- Information coupled with past resumes of job seekers for various types of positions
- Statistics gathered from past searches and successful matches

The real power behind this technology, however, is how the AI interacts with the candidate's resume. In essence, the AI rewrites the resume to help match a job opening to a candidate with the correct skill set. In the same way, the product allows companies to search for the perfect candidate across thousands of resumes, quickly and with much less human interaction.

Bright Apps was involved in this product from ideation to deployment.

- Strategy
- Business & Technical Requirements
- Design
- Development
- Deployment
- Maintenance

### *Lead Generation*

When an applicant uploads their resume in the United States, it processes through the BA AI to generate leads. If the AI finds a match between a candidate and a job, it may perform one of several functions. The AI might send an email to the employer notifying them of the match. It

may also contact the applicant with other available jobs. The AI could contact a staffing company as well to allow them to quickly reach out to the applicant. This provides a benefit to each party. Employers can review more accurate job matches, candidates can explore job openings relevant to their skills, and recruiters can find qualified applicants without spending time on manual research and job-to-applicant matching.

For example, assume a candidate applies for a job with someone other than our client. The AI will observe this event, match the candidate with our client's top 1 to 3 openings, and email the candidate directly. This results in a 50% click-through rate with 90% of candidates applying for the job. This is significant, as traditional email marketing campaigns resulted in a meager 3% open rate.

Another example relates to the client's temporary hires. When a candidate leaves a temporary position, the AI sends them 1 to 3 new open positions while simultaneously copying a staffing professional in charge of filling those positions. The AI can take this process a step further by reviewing the candidate's career progression. The AI will sync open positions that match the candidate's career thus far. This is a significant benefit since, historically, candidates were left without viable options after moving on from a temporary position. The AI now sends over 10,000 emails per week with job openings that were left vacant prior to its implementation.



## RESULTS

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This client was able to move recruiters off of job matching entirely. These recruiters are now able to seek out new business and grow their revenue with new clients, rather than spending time on matching jobs to applicants. The end result for our client was an increase in revenue and profitability.

Previously, the client's email open rate was an industry average of 3-9%. After implementing the AI platform, the open rate for candidates for potential job jumped to 50%-70%, with a 90% apply rate.

Significantly increased potential candidates that are currently available for any particular position (availability signal).

In a head-to-head benchmarking test, the new automated process took a few seconds for the outcome compared to 24-48 hours for an employee.

In addition, with the new AI platform, the company's IT department was able to shift from simply keeping software and laptops updated for several thousand staffing professionals to actually developing revenue generating products for the company.

Results of the implementation include:

- Increased availability signal
- Increased recruiters time recruiting new clients
- Decreased recruiters time matching jobs with candidates (AI does it all)
- Ability to create revenue generating products internally
- Increased revenue
- Reduced churn
- Increased job fit and satisfaction