



In just one quarter...

43,000 candidates applications



24,000 candidates screened



5,900 interviews scheduled



National Workforce **x** smartAI. High volume recruitment *solved.*

Jacqui Russell is the owner and CEO of leading national labour-hire firm, National Workforce. In 2019, the firm was doing extensive high-volume work in the hospitality sector and needed to improve the flow of work to create space for increasing demand.

“We need a solution to improve our ability to cope with volume, increase productivity and get people moving through the system, much quicker. We initially engaged smartAI on this piece of work, but we soon broadened the scope when we became aware of smartAI’s potential across our business,” she explains.

Today, National Workforce’s smartAI chatbot, known as Charlie, is a vital part of the company’s recruitment process. Charlie maintains National Workforce’s database, keeps its talent pool fresh and engaged, and validates licenses, expiry dates, and qualifications. With Charlie taking care of these tasks, the National Workforce team can focus on delivering a superior candidate and client experience.

Meet Charlie

Charlie is designed for a high-volume recruitment environment and is kept busy 24/7, with 60% of National Workforce screening taking place outside of business hours. Even during the Christmas break, Charlie screened over 3,000 candidates.

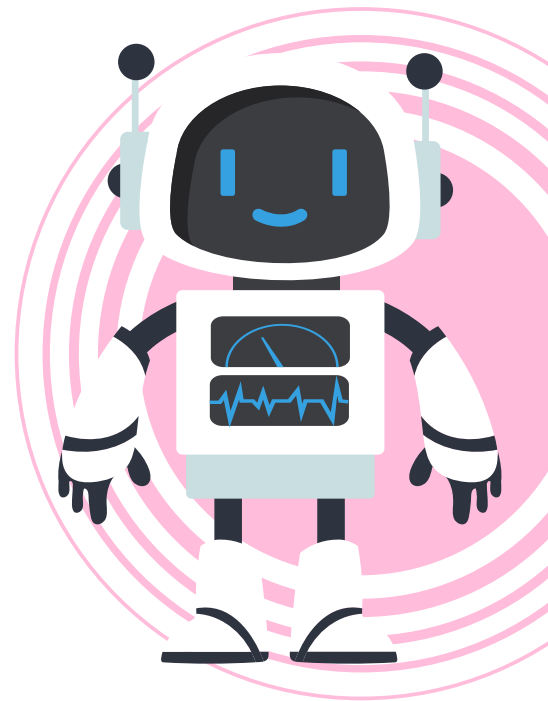
Screening and engaging at scale and speed

Charlie uses natural language processing capabilities to screen National Workforce candidates in a conversational way.

“We get a significant number of enquiries in response to our job ads, and Charlie does the initial screening for them. With a conversational style, he takes the candidates through questions to fit them into smaller buckets to either move to an interview or hand them on to a consultant for further assessment,” Jacqui explains.

If a candidate meets the criteria set by the consultant, Charlie schedules an interview and puts it in the consultant’s diary. If not, Charlie offers them the option to talk to a consultant about other suitable roles. And if Charlie is unsure about a candidate’s suitability, the AI-powered assistant lets the candidate know a consultant will be in touch. The candidate’s details are then referred straight to the hiring consultant, along with the conversation history and any areas of concern flagged.

It’s that easy.



Jacqui adds that this is a task that would be almost impossible to complete manually with such a high candidate volume.

“When any recruiter has this high volume, it’s typical to look at the first 20 applicants and if the job can be filled from that, they’re unlikely to have time to review all 100. Charlie does this at speed and engages with each and every one, creating a really strong pipeline and an engaged community for National Workforce.”

Reconnecting with candidates

Charlie helps National Workforce to reignite and maintain candidate engagement, too. According to Chrystal Burns, Operations Support Business Partner at National Workforce, this helps the organisation keep a strong pipeline and a clean database.

“The reconnect feature helps us identify and contact candidates who haven’t worked for us in a while and check in on them. If they are currently interested in work, Charlie collects updated information, availability etc., so we can help them find a role fast,” she says.

Maintaining compliance

And Charlie even stays on top of expiry dates, contacting candidates 60 days ahead of expiry to collect new license details or remind them it's time to renew.

“The blue collar labour hire space is high volume with significant compliance requirements, so there's a lot of validating and qualifying and then maintaining people's licenses and qualifications. smartAI automates this for us, and follows us with our candidates before their licences expire at 90, 60 and 30 days so they have the prompts and won't forget.”

“This way we are ahead of the game when it comes to ensuring our candidates have up-to-date qualifications and licenses, so there's no disruption to their income or to our client's operations,” Chrystal says.

Chrystal adds that she loves the way it interacts with all of the team's other tools and platforms.

“Once our candidates come into our Fastrack system they flow straight into smartAI, into Calendly for interviews and then into Onboarded for reference and VEVO checks and then the onboarding process, then it all goes back into Fastrack, so it's a massive loop with everything feeding into each other to keep our data accurate. It's the big circle of life here at National Workforce.”



The Results

National Workforce has grown at remarkable speed, and Jacqui says this wouldn't be possible without smartAI enabling the team to screen, engage and connect with candidates at such scale.

“When we first started using smartAI, we had 700-800 full time employees out there working at client sites and today we have 2,500 plus. We have brought on some new consultants to support this, but nowhere near the number we would need without smartAI.”

Looking over the last quarter, Jacqui points out that the team screened some 43,000 applicants went through the system. Charlie screened 24,000 candidates and created a shortlist of 7,000, meaning they are invited to book an interview.

“We can place an ad on a Friday, and walk into a 100 interviews booked on Monday morning without anyone touching it. Yeah. That's the power of smartAI,” Jacqui concludes.

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