

How PrideStaff delivers a stellar customer experience while saving thousands of recruiter hours with Sense Chatbot

PrideStaff, one of America's largest professional recruiting firms, has a unique mission: to consistently provide client experiences based on what they value the most. PrideStaff wanted to create fantastic experiences for thousands of job seekers while also enabling their Strategic-Partners to be more effective and efficient in their work. As an industry pioneer in the use of technology, they turned to Sense's automated communication solutions and AI-powered Chatbot to make this happen, saving thousands of recruiter hours while placing more candidates and achieving high NPS scores.

3,000

recruiter hours
saved

3X

more placements among
candidates who engaged
with the chatbot

4.6/5

candidate
satisfaction rating

PrideStaff is unique in the staffing world for a number of reasons. Established in 1978, it is one of the country's oldest staffing firms. With over 85 franchises across the United States serving 5,000+ clients annually, it is also one of the largest. However what truly makes PrideStaff stand out is how they have pioneered an industry-leading talent-centric staffing model.

"We are an experience-focused brand," says Greg Geering, Customer Experience Supervisor at PrideStaff. "We want to provide a consistently great experience to everyone who interacts with us: candidates, clients and our internal team members." This sharp focus on culture and experience has helped PrideStaff differentiate themselves in the crowded staffing space. And the team knows that to make this happen in the long term, it takes a combination of beliefs and behavior, processes and technology.

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In today's environment we must interact with candidates quickly and communicate that we are evaluating their information and moving them through the process; this really adds a layer of transparency and helps applicants understand where their application stands.



GREG GEERING
Customer Experience
Supervisor
PrideStaff

Job search is a major stressor

“We have known for years that one of the most stressful things you could ever go through is job searching,” says Greg. “When someone applies for a job, many applicants are left thinking ‘Where did that application go?’ or ‘Is anybody actually reading my application or looking at my resume?’” PrideStaff wanted to add transparency to the application process and solve this frustrating experience for their candidates.

From a business perspective, PrideStaff was looking for ways to continue to respond to candidates as quickly as possible, while managing the sheer volume of applicants the firm handles on a daily basis. At the same time, they wanted to make sure their recruiters’ time was being used effectively on people-focused activities rather than on administrative tasks.

Turning tech into a culture-enabler

When faced with the critical challenge of maximizing recruiter efficiency and delivering an excellent candidate experience, PrideStaff implemented a creative use of technology to maximize their recruiters’ efficiency without compromising their top-tier level of service.

They have been early adopters of our workflow automation recruiter solution, Sense Engage, for automated communication and Sense Messaging for two-way texting. The next step was to **leverage a tech solution to reallocate recruiter time and streamline operations, while delivering a great candidate experience.**

The search for a chatbot

PrideStaff not only has multiple brands and branches but also serves a plethora of industries from light industrial and healthcare to IT, legal, and admin. Each of these varies in size, pace, recruitment style, and candidate background. So, even as they evaluated different products and providers, they wanted a reliable partner who could deliver a solution that works with their systems, and the product flexibility to deliver a world-class candidate experience to applicants from all different industries they serve.

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“We had full confidence in the [Sense] team to deliver a chatbot that would continue to allow us to deliver an exceptional experience.”

“When we are talking about our tech stack and the overall interaction with our brand, we want to deliver the best possible experience externally to our candidates, as well as internally to our frontline recruiters and Strategic-Partners,” says Greg. As first-adopters of innovative solutions, PrideStaff recognized the endless applications of AI recruiting assistants, which could be realized with the Sense Chatbot.

Deploying the Sense Chatbot for data enrichment and pre-screening

The Sense Chatbot is an automated AI recruiting assistant that can engage with candidates 24x7, responding to their queries real-time even when recruiters are off work. It can screen candidates based on custom criteria, schedule interviews, and support database reactivation through candidate outreach. All of this results in time savings and happier candidates.

PrideStaff deployed the Sense Chatbot to engage with their candidates. Combined with the opportunity to directly update information in the candidate records, PrideStaff had the ability to put relevant information directly in the hands of their recruiters.

In addition to the chatbot's current capabilities and functionalities, it continuously learns from every interaction. For instance, developing an understanding of natural language (such as "yeah" and "yes"), industry terminologies, acronyms and more.

Proof of Investment

In addition to the metrics above, PrideStaff also observed reduced time-to-fill and an improvement in their recruiting funnel. And while they already conduct consistent NPS surveys to keep a pulse on their overall candidate experience, PrideStaff wanted to make sure that they measured satisfaction on the chatbot as well.

This allows them to ensure that their digital assistant provides an experience on par with their brand standards; and with a rating of 4.6 out of 5, PrideStaff continues to provide top-level service.

While the hard numbers look great, the PrideStaff team — true to its culture — is equally delighted by the open-ended, qualitative feedback they've received from their Strategic-Partners and teams. A theme that repeatedly comes up is that the Sense Chatbot has improved the overall candidate experience and helps them to succeed at their jobs.

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It's a game-changing product. For our Strategic-Partners and teams, it has helped them become more productive and changed the way they do business.

The Path Ahead

Sense commends PrideStaff for how they use technology to refocus on the very core of staffing, which is helping people's lives. And they have big plans to continue doing this. The goal, says Greg, is to continue pushing the boundaries using technology while focusing on the human connection that's at the heart of their culture.

"I think a chatbot is something everyone needs to evaluate," he says in parting, "Especially considering the potential it has to impact your candidate experience and your recruiters' day-to-day activities. As a product, it has the ability to transform the industry."

Looking to take your hiring to the next level? Talk to a Sense representative today to discover how you can save precious recruiting hours while driving a transformative candidate and client experience. Drop us an email at sales@sensehq.com.