

Customer story

INDUSTRY:

RECRUITMENT



HIGHLIGHTS

Innovating Recruitment automation:
Virtual Agents at work

CLIENT

A recruitment and staffing firm headquartered in India, providing services to clients in both the USA and India.

REQUIREMENT

The client required a virtual agent to efficiently manage and respond to candidates' enquiries regarding job opportunities, application statuses, interview schedules, and feedback.

- The objective was to streamline communication and ensure the timely and accurate delivery of information to candidates, thereby enhancing the overall recruitment process and improving the candidate experience.

CHALLENGE

Recruiters were often missing calls from candidates, making it difficult for candidates to reach their respective recruiters in a timely manner.

Given the high volume of candidates, it was extremely challenging for recruiters to manually answer each enquiry.

This resulted in delays in communication, candidate frustration, and a significant burden on the recruiters' time and resources.

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SOLUTION

[Virtual Agent]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- Deployment of AI-Powered Voice Bot:** VIVA, as part of its 'Conversational Service Automation' solution, implemented its AI-powered voice bot service.
- Handling Candidate Enquiries:** Candidates calling the contact center are answered by a Virtual Agent, an AI-driven voice bot designed to address their queries.
- Call Transfer to Human Agents:** If the Virtual Agent is unable to answer a query or if the candidate prefers to speak to a human, the call is transferred to a human agent or recruiter, or a call back is arranged.
- Conversation Transcription and Summary:** When the Virtual Agent transfers a call to a human agent, a transcription of the conversation between the Virtual Agent and the caller is shared with the human agent, along with a summary of the call.
- Mass Voice Broadcasts:** The Virtual Agent can perform mass voice broadcasts to communicate interview schedules, reminders, and feedback.
- Improved Efficiency and Productivity:** The integration of the Virtual Agent in the recruitment team significantly reduced the waiting time for candidates seeking feedback and has enhanced recruiters' productivity.