



# National Workforce accelerates hiring for Australian Grand Prix

## Overview



**national  
workforce**

National Workforce (NWF) is an Australian privately owned staffing solutions provider that operates a number of offices along the Eastern seaboard.

In late 2019, they approached smartAI with an open brief requesting assistance for their business which does a lot of work in the hospitality industry supplying staff to high profile events. They understood that instant messaging/chatbots was the direction to go in and knew they needed an experienced hand to guide them.



As one of smartAI's first customers, National Workforce embraced the smartAI chatbot solution with a passion, initially using smartAI's Engage - screening, shortlisting and scheduling recruitment chatbot in 2019 and have now branched out to start using the 'Reconnect' solution as well.

In 2020 alone, National Workforce's chatbot has sent over



**549,500**

Messages

TO



**32,400**

Applicants

automating the scheduling of over



**5,400**

Interviews

FOR



**217**

Job Roles

## The specific challenge

### Supercharge screening for the Melbourne Formula 1

How do NWF turn an extremely labour intensive recruitment process for a high-profile, high-volume event like the Melbourne F1 into a well-oiled workflow process that is not only time and cost-efficient but is also well received by the users.



# The approach

## Use technology to create a better, more human experience, at scale

Once National Workforce engaged smartAI about using Charlie (their chatbot which had already been deployed and was running on several roles), the design, creation and implementation process for this unique event was relatively quick. There were some bespoke integrations required which expanded the functionality of the chatbot. Interview scheduling was automated through Calendly and was highly successful for the nearly 1,000 interviews conducted. Unfortunately, Covid-19 stopped the actual event from proceeding, however, NWF is conducting an outreach campaign for those same individuals for the 2021 F1.

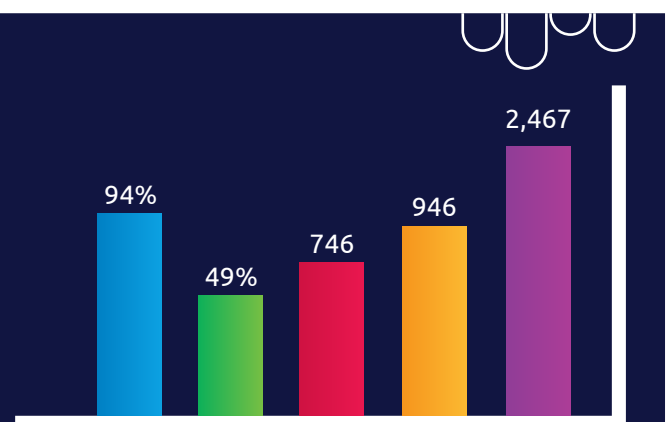
# The result

## From job-ad to interview-booked in 3 days, processing 2,500+ applications

For National Workforce's Melbourne Formula 1 project, smartAI's conversational AI screening, shortlisting and scheduling chatbot helped reduce time-to-hire from 10 days to 3, freeing up five recruiters to perform higher-value tasks.

## Overall result

- Candidates reported a positive candidate experience (%)
- Conversations took place outside business hours (%)
- Candidates hired
- Interviews coordinated
- Applicants screened



# 2021 Melbourne Grand Prix

For 2021, the technology developments continue at full throttle. Due to the new post covid environment, video interviews will now be organised by the chatbot through Calendly in conjunction with references via Referoo.

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“We are absolutely delighted with the results of using our smartAI chatbot. It has become an integral part of our recruitment process and we’re expanding it across all sectors we deal in.”

- **Jacqui Russell : Managing Director, National Workforce**

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*\*Due to Covid-19, the Melbourne Formula 1 event was cancelled just before the start of the event. All candidate details remain in the National Workforce database, enabling recruiters to quickly reach out to applicants when other similar projects arise*