

STAFFING AGENCY SUCCESS STORY

G4S Case Study

Goal

- Provide accessible channels for candidates to apply
- Reduce time to interview
- Deliver an engaging candidate experience

Impact

Increase in applicants nationwide by

 **1.2x**

Better conversion rates for AllyO candidates by

 **25%**



G4S works to safeguard the welfare and prosperity of millions of people worldwide – helping to create safer and better environments in which people live and work. With operations on six continents and 570,000 employees, G4S is the leading global integrated security company.

How G4S increased engagement and accelerated their application process with AllyO:

G4S looked to increase candidate engagement and speed up their application process globally. They chose AllyO for its intelligent, conversation-first platform and easy integration with their Applicant Tracking System (ATS). Understanding G4S's recruiting process, AllyO prioritized the following areas of recruiting:

1. Capturing more candidates through new channels such as mobile and web texting
2. Increasing candidate engagement through high-touch reminders at each step of the application
3. Increasing candidate retention through post-hire conversations and check-ins
4. Powering their ATS with AllyO to guarantee the same great experience to candidates from all sources

Increased engagement and a faster, more accessible application process resulted in reduction in sourcing cost and increased volume of quality candidates.

"The reduction in sourcing cost given increased applicant flow more than pays off for the product.

Ally has also fully integrated with our ATS, making it easy for hiring teams to reap benefits without changing process"



Carlos Vega
Senior Director of
Recruitment Technology