AllyO

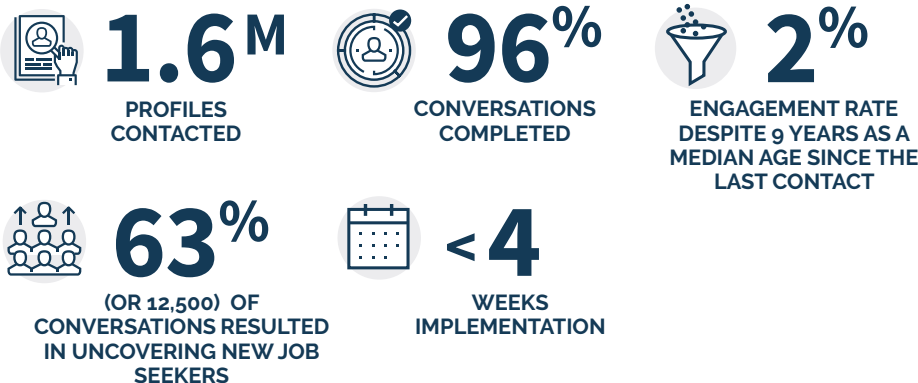**TALENT POOL ENGAGEMENT**

Randstad Case Study

Goal

◎ Engage millions of candidates at scale

◎ Support multi-lingual communication (English and French)

◎ Uncover new job seekers

◎ Enrich candidate profile to maintain in-country compliance

Impact

1.6ᴹ
PROFILES
CONTACTED

96%
CONVERSATIONS
COMPLETED

2%
ENGAGEMENT RATE
DESPITE 9 YEARS AS A
MEDIAN AGE SINCE THE
LAST CONTACT

63%
(OR 12,500) OF
CONVERSATIONS RESULTED
IN UNCOVERING NEW JOB
SEEKERS

< 4
WEEKS
IMPLEMENTATION

randstad

"AllyO's ability to contact our talent database at scale to deliver an engaging experience far exceeded our expectations compared to our traditional approach of using marketing automation tools. Its intelligent, multilingual, and automated conversational capabilities enabled us to rapidly execute the project in less than 4 weeks and helped uncover thousands of new candidates who are ready to explore new job opportunities."

Rita Sposato
COO
Randstad Canada

AI-powered natural language talent pool engagement helps Randstad uncover thousands of new job seekers

Randstad's talent database is core to delivering on their mission to match smart people with great jobs. However, maintaining the recency of the database and nurturing relationships at scale is a challenge. Randstad Canada experienced a confluence of factors - new privacy laws requiring explicit consent as well as opportunity to find new candidates in the tight labor market.

Early on, Randstad used a traditional marketing automation approach of a landing page and form fields to collect profile details. **With AllyO's modern and scalable way to engage candidates — combine email outreach with natural language-based and multi-lingual webchat, Randstad experienced a much higher engagement rate and faster results. Within 4 weeks, AllyO contacted over 1.6M profiles and uncovered 12,500 new active job seekers!**

Learn more at **www.allyo.com** or **hello@allyo.com**