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Recruiting & Retaining Hourly Workers Has Never Been Faster and More Delightful

Challenges of Recruiting Hourly Workers

Recruiting and retaining hourly workers is a difficult challenge for many organizations. It isn't always easy to get and sustain the attention of hourly job seekers. After all, almost 60% of the U.S. workforce today are hourly workers.¹ These challenges are exacerbated in a hot economy with low unemployment. One area where the inability to find qualified hourly workers translates into a bottom-line impact is customer-facing roles. Subpar workers or inadequate staffing can quickly turn loyal customers into detractors and incur significant inefficiencies.

Today, job seekers across generations expect potential employers to employ the same digital technologies they use in their personal lives to interact with them. One result is that traditional application processes are increasingly proving to be ineffective in recruiting, hiring, and even onboarding hourly workers. Specifically, posting a job and waiting for job seekers to come and fill out an application form no longer works. Job seekers aren't willing to spend the time needed to complete an application form, often starting an application but failing to complete it.

Due to the constant churn of hourly workforces, unwavering focus is required on the part of HR, recruiting, and operations. But this is problematic. Many recruiting staffs are stretched and unable to expend the amount of time required to vet and narrow lists of applicants to the very best. Hiring managers are under similar circumstances, who are measured on revenue-related activities. It takes valuable time combing through applicants, narrowing the list down to those worth interviewing, and then deciding which ones to hire.

Simplify Hourly Worker Recruiting

AllyO offers organizations with hourly workers the ability to transform their recruiting, hiring, and onboarding processes using conversational AI through texting over the web and mobile devices. Plus, the availability of 1:1 personalized text messaging creates further engagement options with candidates.

AllyO solves the problems associated with lost applicants and conversions resulting from poor candidate experience. AllyO also relieves overburdened recruiters and even operations by automating nearly 30 standard recruiting routines by bringing the recruiting process to applicants rather than taking applicants to the recruiting process.

60% of the workforce is comprised of hourly workers.

86% of recruiters and **62%** of employers feel the labor market is candidate driven.²

Feature Highlights

AllyO offers a rich set of end-to-end intelligent capabilities spanning the talent lifecycle. For solution details, visit www.allyo.com/solutions



Talent Pool Engagement.

Uncover new candidates by tapping into your existing talent pool.



Capture & Apply. Conversational AI uses job matching across all channels of talent acquisition to improve applicant capture rates.



Screen & Apply. Qualify applicants for the best-fit role while eliminating drop-off rates.



Schedule. Automate interview scheduling, which dramatically improves recruiter productivity.



New Hire Check-ins.

Employ conversational AI to keep candidates engaged that bridge talent acquisition and management activities.



Employee Referrals. Make it simple and fast for employees to refer candidates.



Candidate Connect. Augment automated engagement with a personal touch for 1-to-1 interactions with candidates.



Analytics. Unique actionable insights from millions of candidate conversations, including hiring funnel conversions, candidate experience, recruiter efficiency gains, and more.

Core capabilities include:

- > Job matching across all candidate engagement channels
- > Intelligent qualification of candidates to specific best-fit roles
- > Automation of interview scheduling and post-interview interactions
- > Post-hire check-ins to keep candidates engaged
- > Ongoing data collection used for increasingly smarter candidate recruiting engagement
- > Integration with the ATS (including Taleo Enterprise, ICIMS, Workday, Lever, and more)

Measurable Recruiting Outcomes

Organizations using AllyO for hourly worker recruitment and hiring are realizing tangible results. Following are some highlights:

- > Transformed candidate experiences typically increase applicant capture and conversion rates 2x to 6x
- > Application completion rates increase 91%
- > Recruiting and hiring costs are cut in half
- > Time to hire workers is slashed by 50%

6-Figure Results for Leading Organizations

AllyO touts an impressive customer list that includes a long list of organizations that rely on hourly talent. In terms of interviews alone, AllyO has generated over 100,000.

"AllyO closed 66% of open requisitions in two weeks and has created an amazing experience for our restaurant. All of our applicants first talk with AllyO, and if qualified, are directly scheduled with the restaurant."

- Brooke Burgiel, Director of PeopleWorks, Maggiano's Little Italy

"AllyO conducts post-Taleo interviews of all our call center applicants, scheduling the selected few for final offer-extension calls. This easily saves us 15 minutes of manual work on each applicant, speeding up recruiting and lowering costs significantly."

- Amber Weaver, Director, Corporate High Volume Recruiting, Hilton



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BURGERS and FRIES

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MAGGIANO'S
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ST. JOHN

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RESOURCES

¹ "Characteristics of minimum wage workers, 2017," United States Department of Labor, Bureau of Labor Statistics, March 2018.

² "2016 Recruiter and Employer Sentiment Study," MRNetwork, accessed February 2019.