

# National Safety Apparel:

## Increasing Recruiter Capacity and Staffing Levels with Automation



Founded in 1935, National Safety Apparel is a family-owned protective apparel manufacturer dedicated to creating quality safety products for America's utility, manufacturing and steel workers as well as US armed forces.

### Products:

AllyO RECRUIT (Capture and Apply, Screen and Assess, Schedule Interview)

### Results:

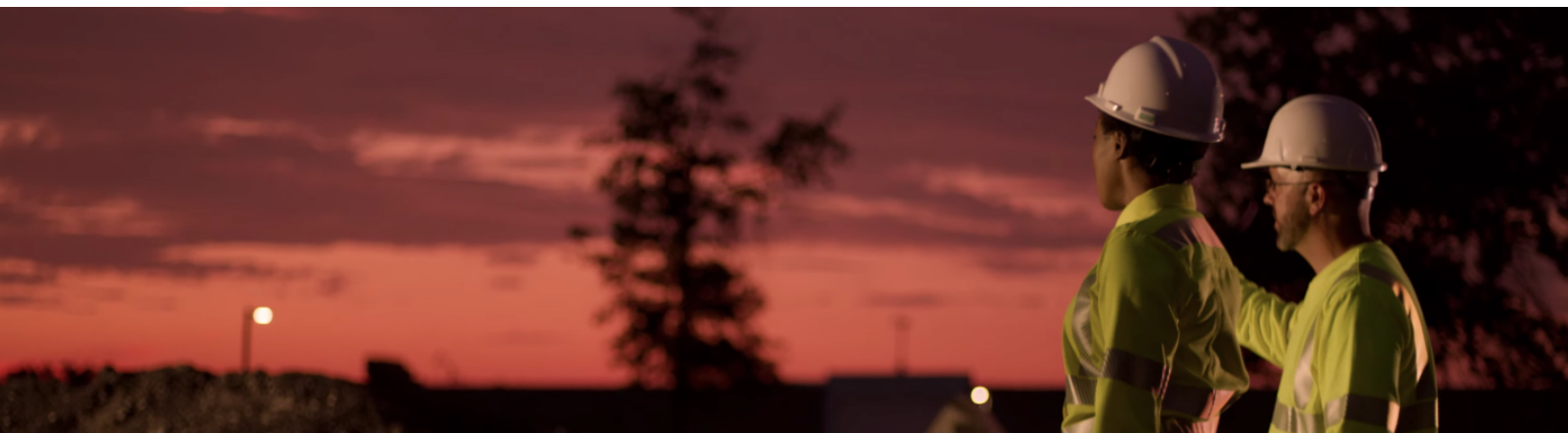
- Time to Interview decreased by 86%
- Time to Hire decreased by 75%
- Cost per Interview decreased 50%
- Retention increased 10%
- Cost per Hire decreased 20%
- Saved 6.5 weeks of recruiter's time in 2019

## Challenge

National Safety Apparel (NSA) is a leading manufacturer of protective clothing for customers in industrial environments. The company needed a recruiting solution to help find and assess qualified talent and fill its requisitions quickly. NSA's particular challenge was maintaining sufficient staffing levels in its Ohio factory without hiring a costly staffing agency.

## Solution

AllyO stood out as the solution that would help the team at NSA meet its goals and successfully manage its staffing levels. In particular, it was the ease of implementation and the affordable price that differentiated AllyO from other options. Working with the Customer Success team at AllyO, NSA set up a system that captured, screened, and scheduled interviews with candidates. This meant recruiters could focus on interviewing and hiring the best candidates without being burdened with time consuming tasks. For an industry with a high volume of hiring, saving a significant amount of recruiter time can make a strategic difference.



# Results

With AllyO, NSA was able to transform their hiring process and outcomes. AllyO's conversational AI made the screening process quick and seamless for candidates, resulting in 87.8% of candidates deciding to move forward and self-schedule an interview. With NSA no longer reliant on recruiters to manually screen, recruiters' calendars were freed up to interview more qualified candidates within a shorter time frame. Recruiters and qualified candidates were able to connect for an interview within days rather than weeks. Altogether, these accelerated timeframes resulted in candidates no longer needing to wait 60 days to receive an offer. With AllyO, candidates were now receiving offers to join NSA within 15 days - 4 times faster than before.

Today, the NSA team is able to effectively manage their hiring needs and adapt to changes quickly. Recruiters are no longer weighed down with administrative tasks, since AllyO was able to save 6.5 weeks of time for recruiters in 2019. Now, the team can focus on onboarding activities and fostering a positive experience for their new hires.

	Before	After	AllyO's Impact
Time to Interview	2-3 Weeks	2-3 Days	25x faster time to interview
Time to Hire	60 Days	15 Days	2-3x faster time to hire
Cost per Interview	\$30	\$15	50% decrease in cost per interview
Retention	50%	60%	10% increase in retention
Cost per Hire	\$75	\$60	20% decrease in cost per hires



“AllyO is quick to implement and there was an instant connection with the sales and support team. Customer service and response rates from AllyO have been world class.”

Lindsay DesJardins, VP of HR