Beyond the Buzzwords: How Al and Automation Are Supercharging Light Industrial Staffing Firms



Tuesday, April 22, 2025, 2 p.m. Eastern time

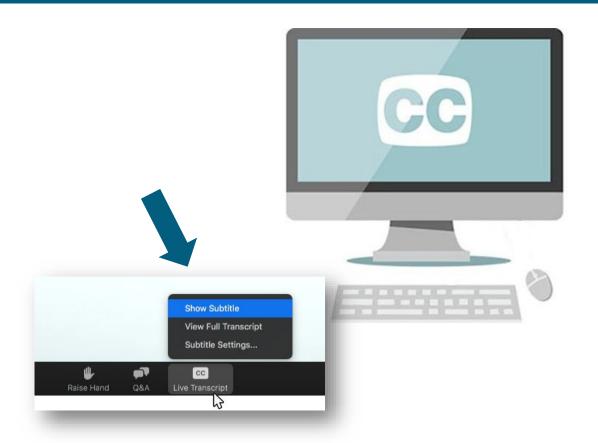
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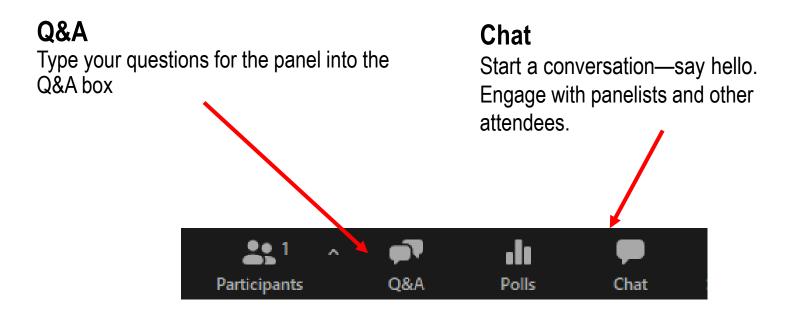
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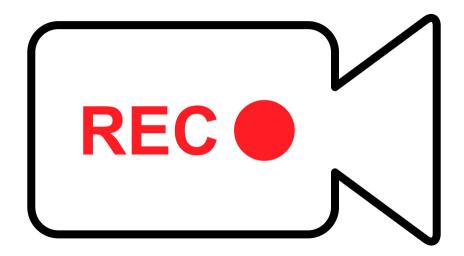




Ask a Question, Engage With Other Attendees









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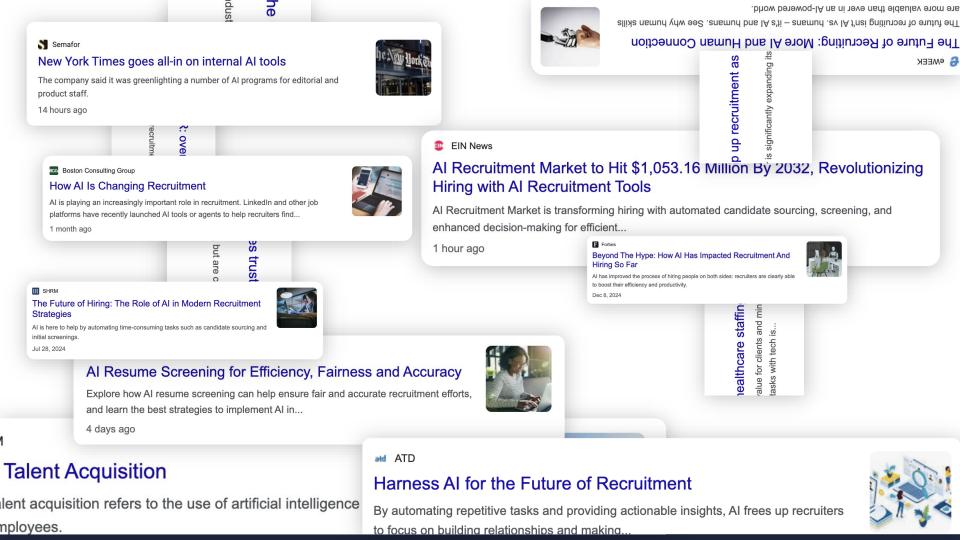
Beyond the Buzzwords:

How AI and Automation Are Supercharging Light Industrial Staffing Firms



Nicole Krensky
Director, Product Marketing Automation & AI
Bullhorn





Poll Question 1





AI Adoption: 2025

52% but only 5%

of staffing firms are **experimenting** with AI

of staffing firms have actually invested in Al





AI Impact: 2025

Benefits reported by firms using Al

More personalized

outreach

Faster response time

Better job matches

39% **37**% **30**% **28**% **26**%

Streamlined tasks like onboarding

More administrative comprehensive candidate screening

Faster job placement





LI firms that gained revenue last year were 45% more likely to say they were in advanced stages of digital transformation.







People who use automation in LI are 23% more productive.

Automation

Digitization



Compound your productivity.



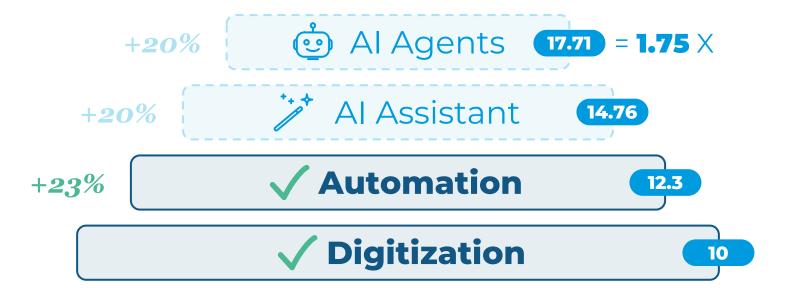


Compound your productivity.





Compound your productivity.





Al assistants and Al agents



AI ASSISTANT

Helps recruiters complete tasks efficiently





AI AGENT

Completes entire tasks or workflows independently

Amplify your team with Al

Enrichment Agent

Ability to enrich database (job descriptions, fields, etc.)

Matching Agent

Premium matching engine to match workers to a job

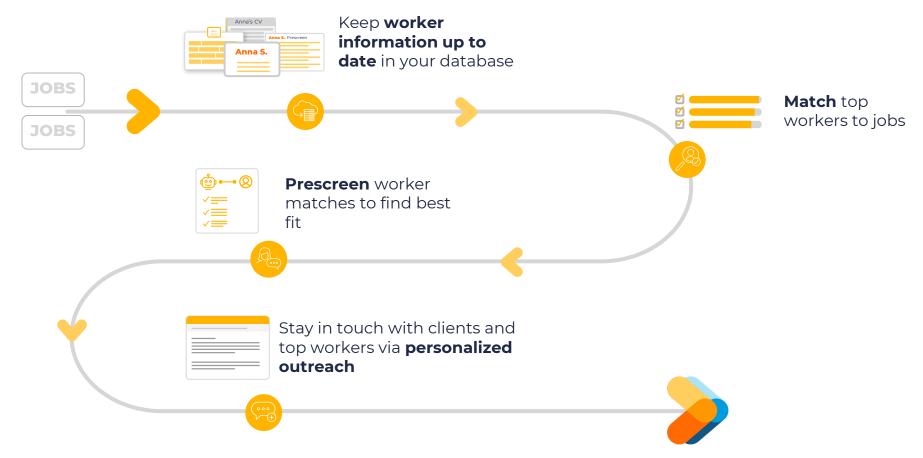
Screening Agent

Ability to engage with candidates and screen them for roles

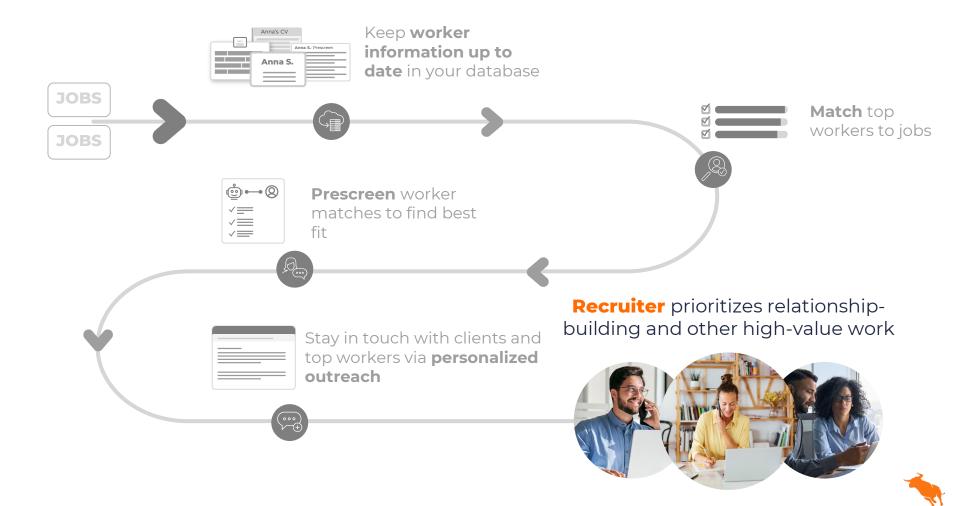


Poll Question 2











More placements. More profit. Same team.



The next level of recruitment. Now.

TALK TO:

10 workers

5 unqualified, 3 possible fits, 2 fits

to make

1 placement



The next level of recruitment. Now.

TALK TO:

10 workers

5 unqualified, 3 possible fits, 2 fits

to make

1 placement

TALK TO:

10 workers



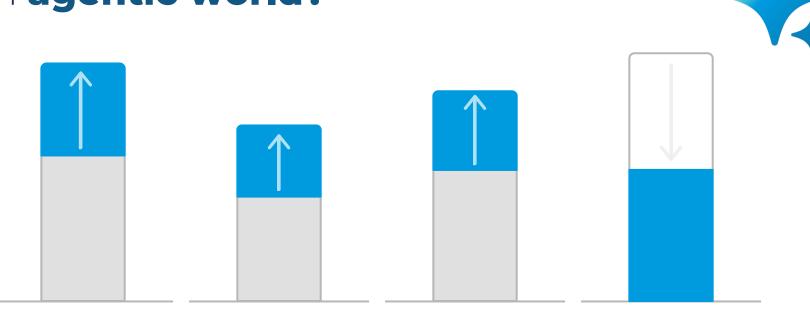
10 strong, qualified

to make

4 placements



What happens to your KPIs in an agentic world?



of screens per job

% of jobs with a submission or placement

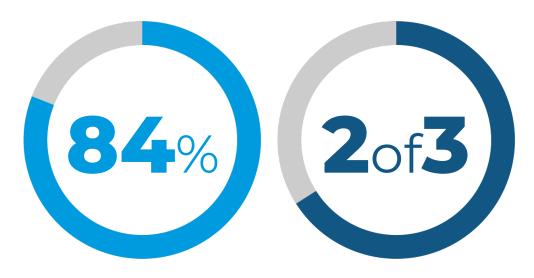
Placements per recruiter

Time to fill



Workers are ready to engage with Al





of LI workers are comfortable working with AI if it speeds up the process

LI workers working with AI say they received faster responses





Al candidate enrichment

Enrichment Agent

Enrichment Assistant

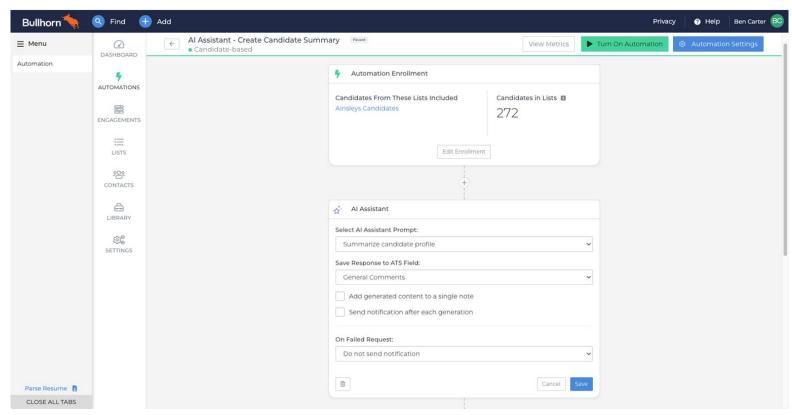
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Candidate enriched

Enrichment Agent

Enrichment Assistant

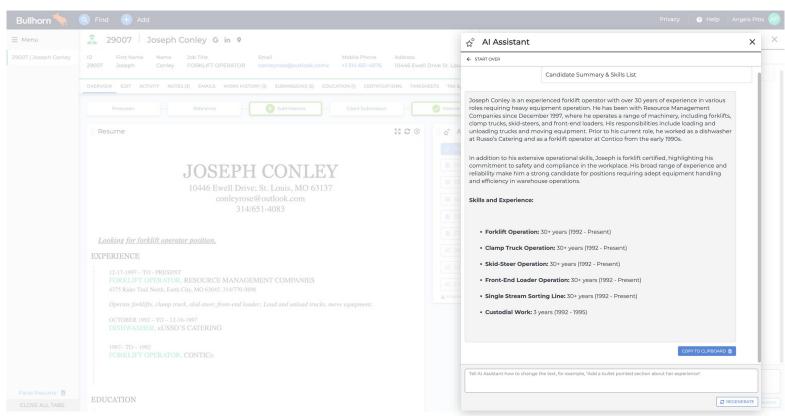
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Al assistant

Enrichment Agent

Enrichment Assistant

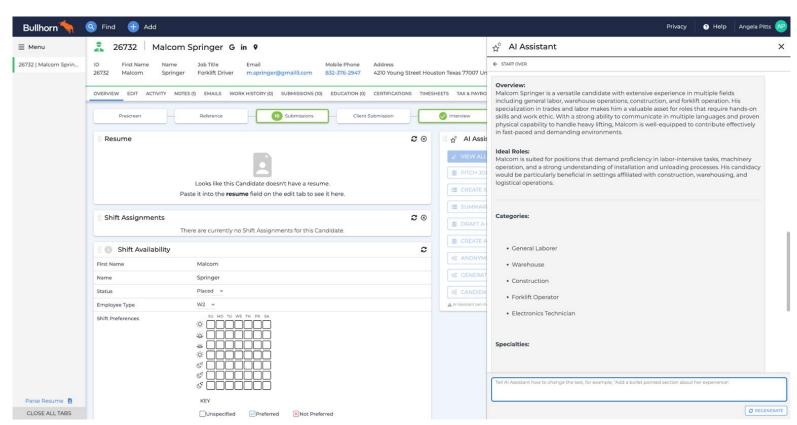
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Job enrichment

Enrichment Agent

Enrichment Assistant

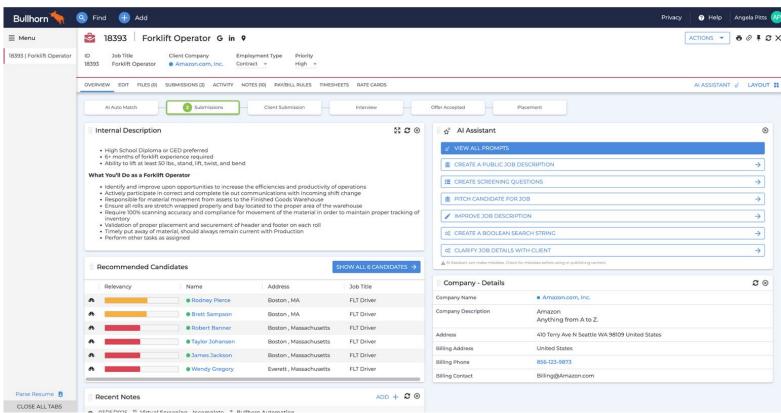
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Job enrichment

Enrichment Agent

Enrichment Assistant

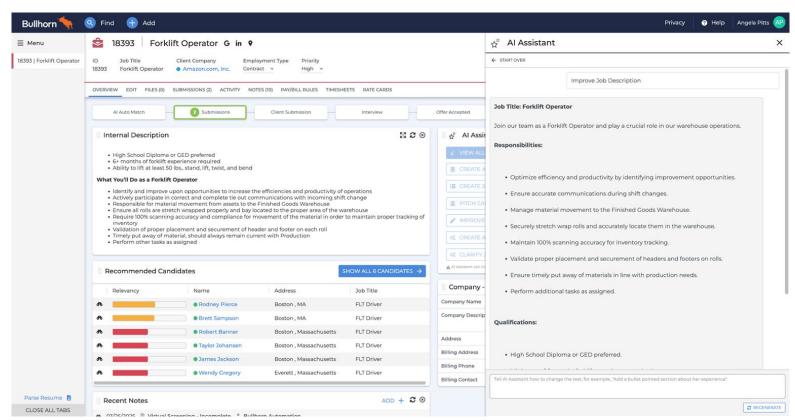
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Recommended candidates

Enrichment Agent

Enrichment Assistant

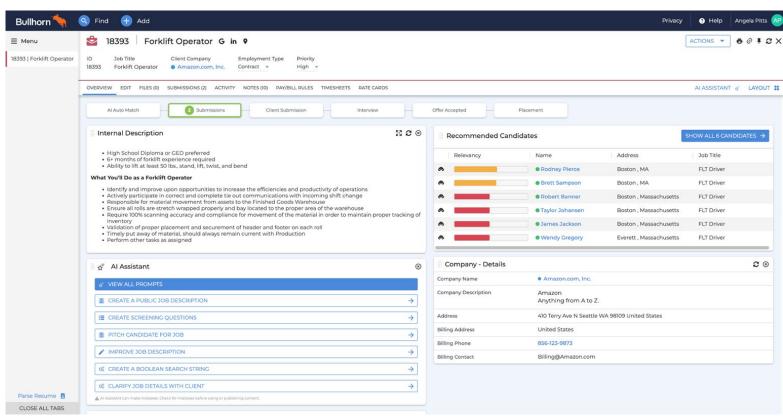
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Auto-build searches

Enrichment Agent

Enrichment Assistant

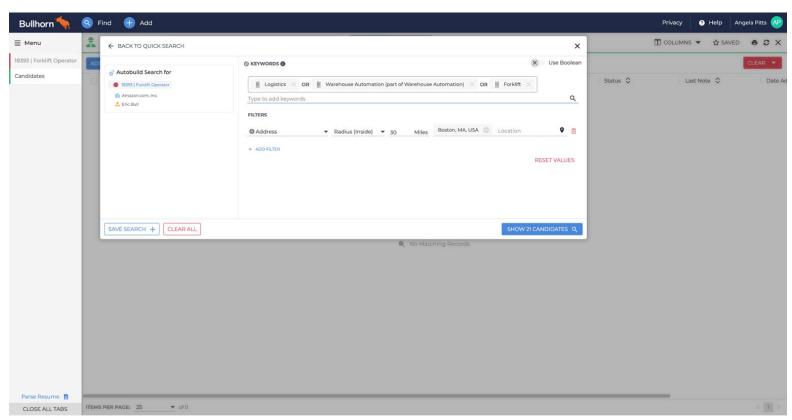
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Top candidates

Enrichment Agent

Enrichment Assistant

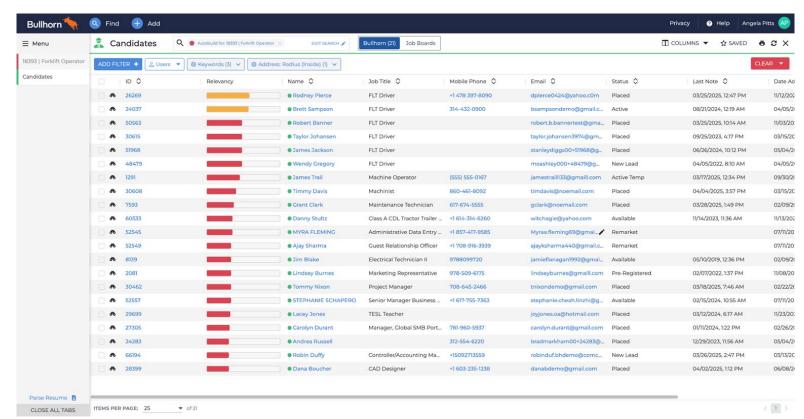
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Matching agent

Enrichment Agent

Enrichment Assistant

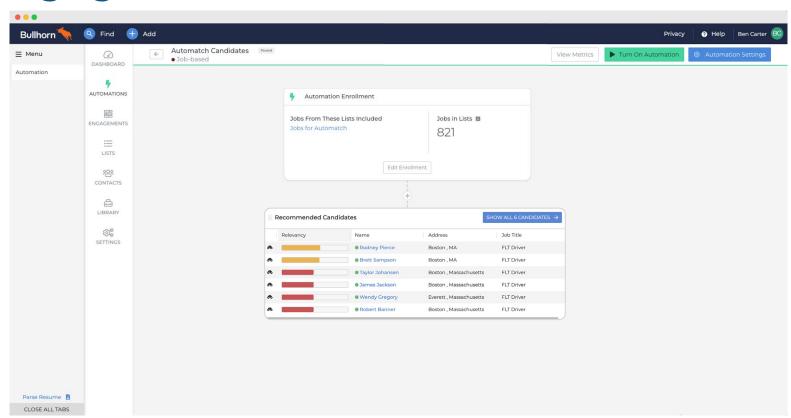
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Personalized message

Enrichment Agent

Enrichment Assistant

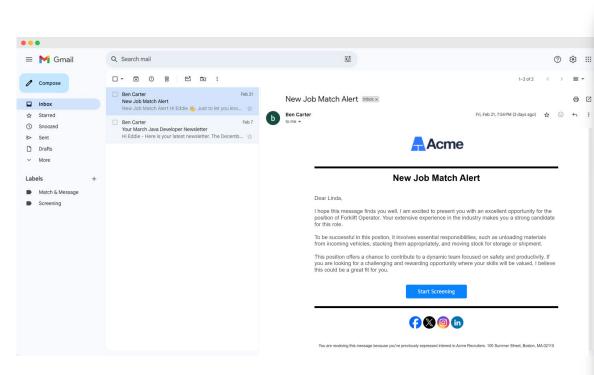
Matching Assistant

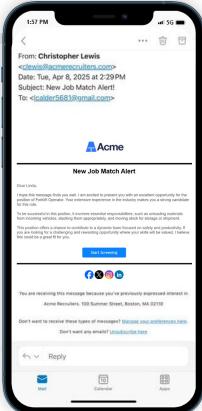
Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent







Chat screening

Enrichment Agent

Enrichment Assistant

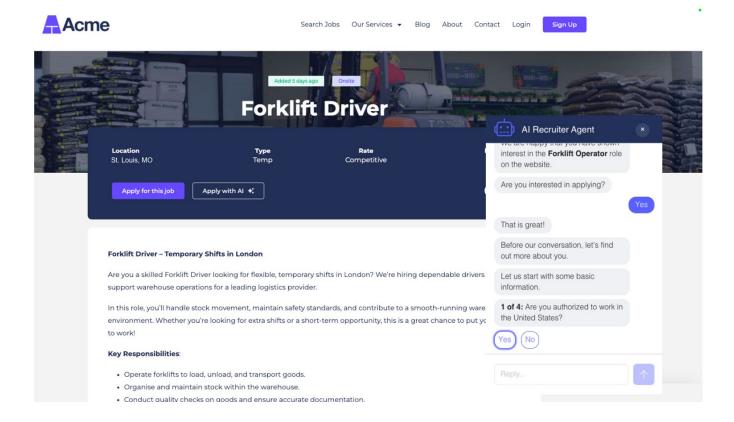
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent





Scheduling – Email initiated

Enrichment Agent

Enrichment Assistant

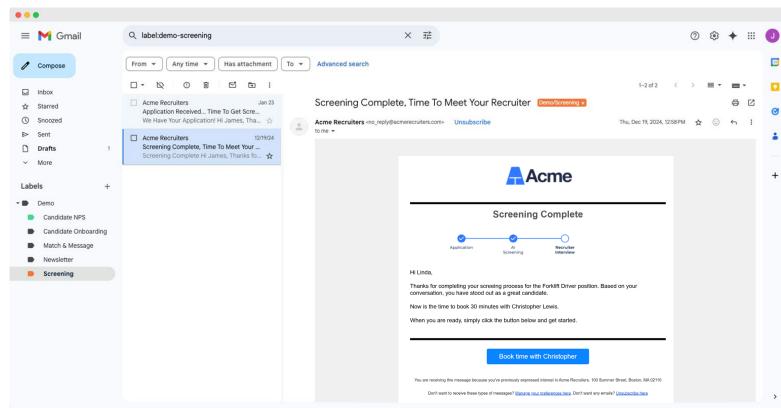
Matching Assistant

Matching Agent

Messaging Agent

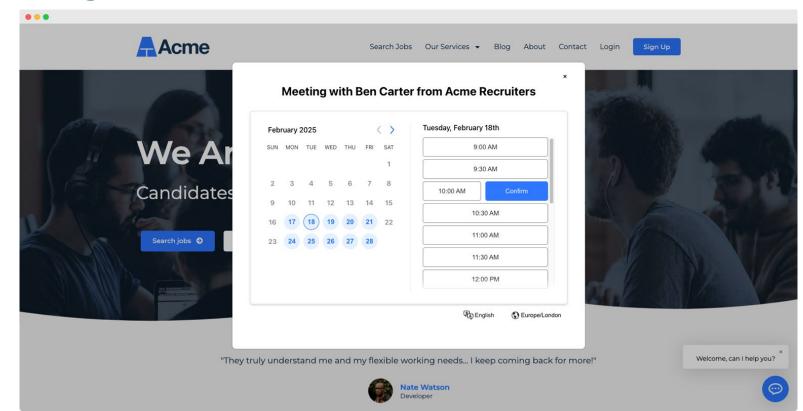
Screening Agent

Scheduling Agent





Scheduling – Candidate booking





Enrichment Agent

Enrichment Assistant

Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent

Candidate review

Enrichment Agent

Enrichment Assistant

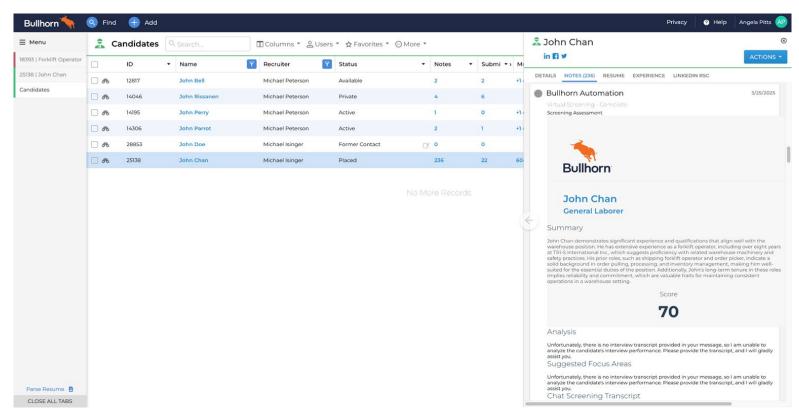
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

> Scheduling Agent





Pitch to client

Enrichment Agent

Enrichment Assistant

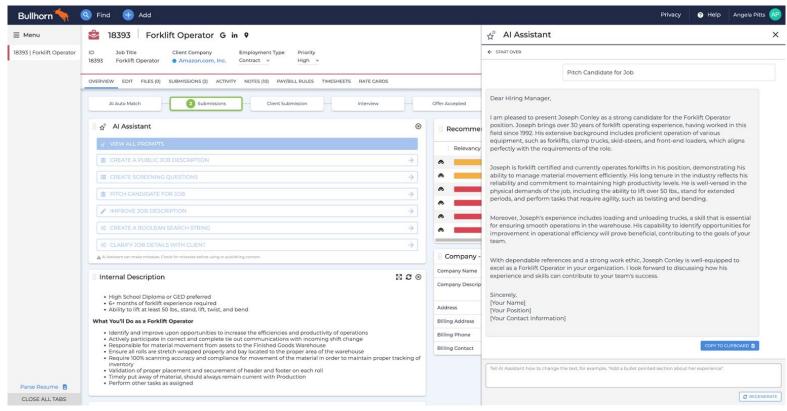
Matching Assistant

Matching Agent

Messaging Agent

Screening Agent

Scheduling Agent







Enrichment Agent



Enrichment Assistant



Matching Assistant



Matching Agent





Messaging Agent



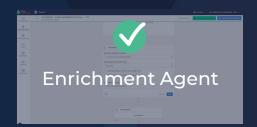
Screening Agent



Scheduling Agent









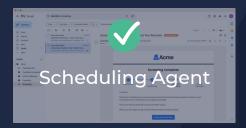


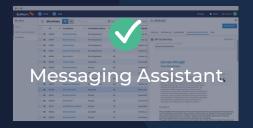




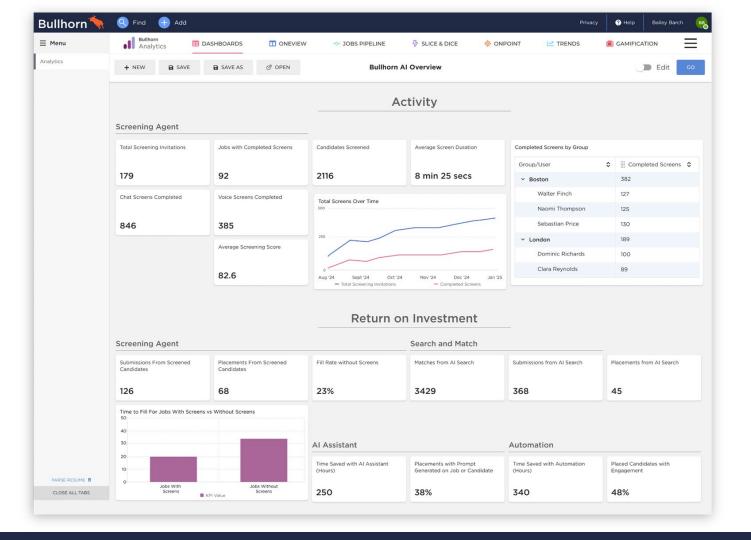














Key takeaways

- The evolution of digitization to automation to AI will compound recruiter productivity
- Using automation and AI to optimize your workflows leads to better results more placements, more profit, same team
- Platform providers provide the most frictionless experience, seamlessly orchestrating AI and automation for you



Poll Question 3



Questions?

Let's talk!



Thank you!





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