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# Practical Examples and Best Practices for Using Automation and AI in **Frontline Talent Acquisition** in 2024

The world  
is changing



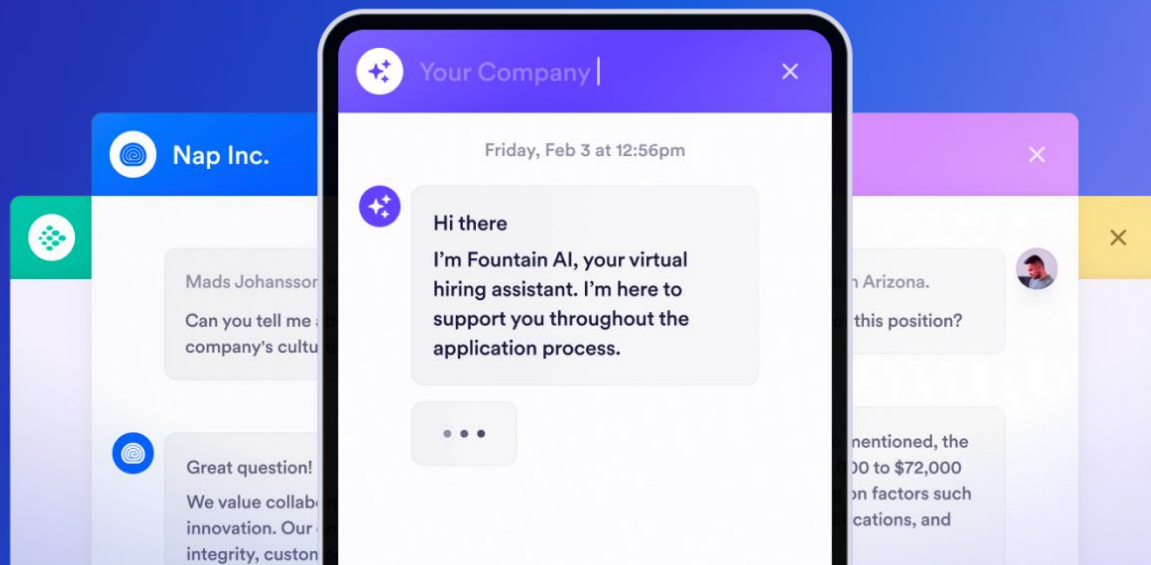
# Workers are changing jobs more than ever

**230% increase** in frontline workers having changed 2+ jobs in a 6 month period over the last 5 years

# AI and automation are redefining work

87% of companies were actively piloting an AI to help with hiring

# Candidates have more options **than ever**



84%

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of frontline workers lack  
desktop computers

*Source: MarketSplash, 2023*

60%

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abandon online job  
applications due to their  
length or complexity

*Source: SHRM, 2022*

15-20

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avg. number of  
jobs applied to at  
the same time

*Source: BCG, 2022*

81%

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of candidates say  
employers not  
communicating status  
updates is the main thing  
that hurts their experience

*Source: BCG, 2022*

How do you overcome  
these challenges?





# How **Bojangles** combined automation with human touch

The Bojangles logo is displayed in white on a blue gradient background. It features the word "Bojangles" in a stylized, rounded font, with a small white star positioned above the letter "j". A registered trademark symbol (®) is located at the end of the word.

# 3 challenges

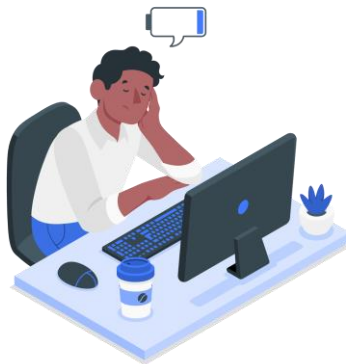
- Slow application flow speeds
- Suboptimal candidate experience and lack of automation
- Long time-to-fill times

# What they faced

Many Bojangles applicants live in rural areas. A mobile-friendly process was imperative



Recruiters were exerting substantial manual effort

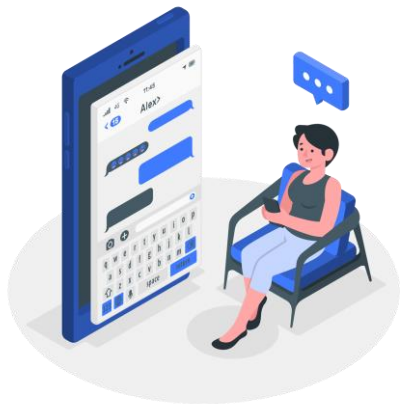


A human connection still mattered

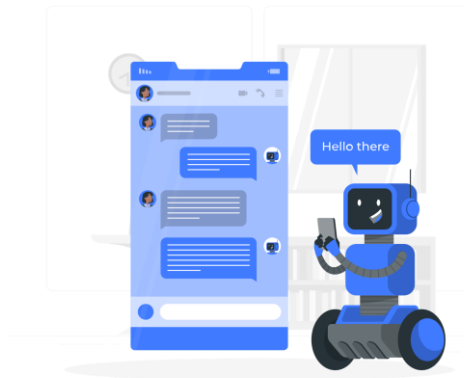


# What they did

**Text to apply  
& no logins!**

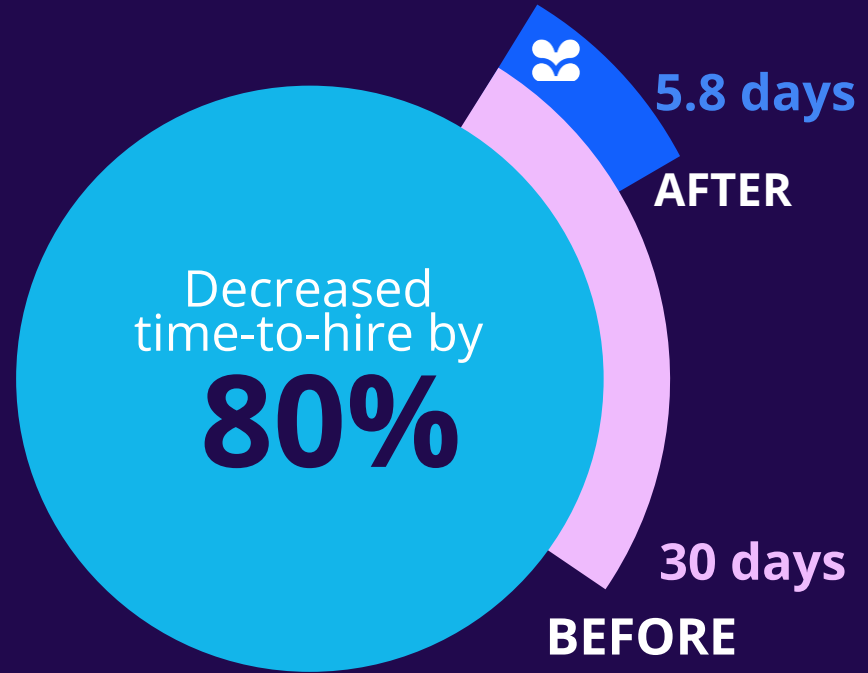


**Automated messaging  
- right message, right  
time, right frequency**



**More data to decide  
where human touch  
is most impactful**





Resulting in an 86% reduction in job board spend

# How American Bread, leveraged AI, data and strategic messaging



# Key Challenges

- Manual and limited communication with candidates
- Disparate hiring processes across stores
- Lack of data visibility

# What they faced

Uncovered widely  
varying application  
processes &  
communications

Responsibilities and  
business processes  
looked very different  
from store to store

Data points & decision  
making was “one size fits  
all” despite different  
markets clearly having  
unique needs





# What they did

**Automation to  
remove unnecessary  
manual work!**



**Integrations with existing  
solutions to improve both  
the applicant experience  
and improved data integrity**



**Implemented Fountain  
Analytics to power  
localized decision making**





90%

of all messages sent are automated

2½

median minutes to schedule an interview

5

Days to hire on the low end, with new median reduced to 10 days across all opening  
(\*application to 1st shift)

If you  
remember  
anything ...

1

Use **automation**  
so human touch  
points are most  
impactful

# 2

**Configure with insights  
and analytics top of  
mind and data driven  
decision will follow**

3

**Engagement + Insights**

**=**

**Speed with a high  
quality experience!**

 fountain

# Thank You