



accenture

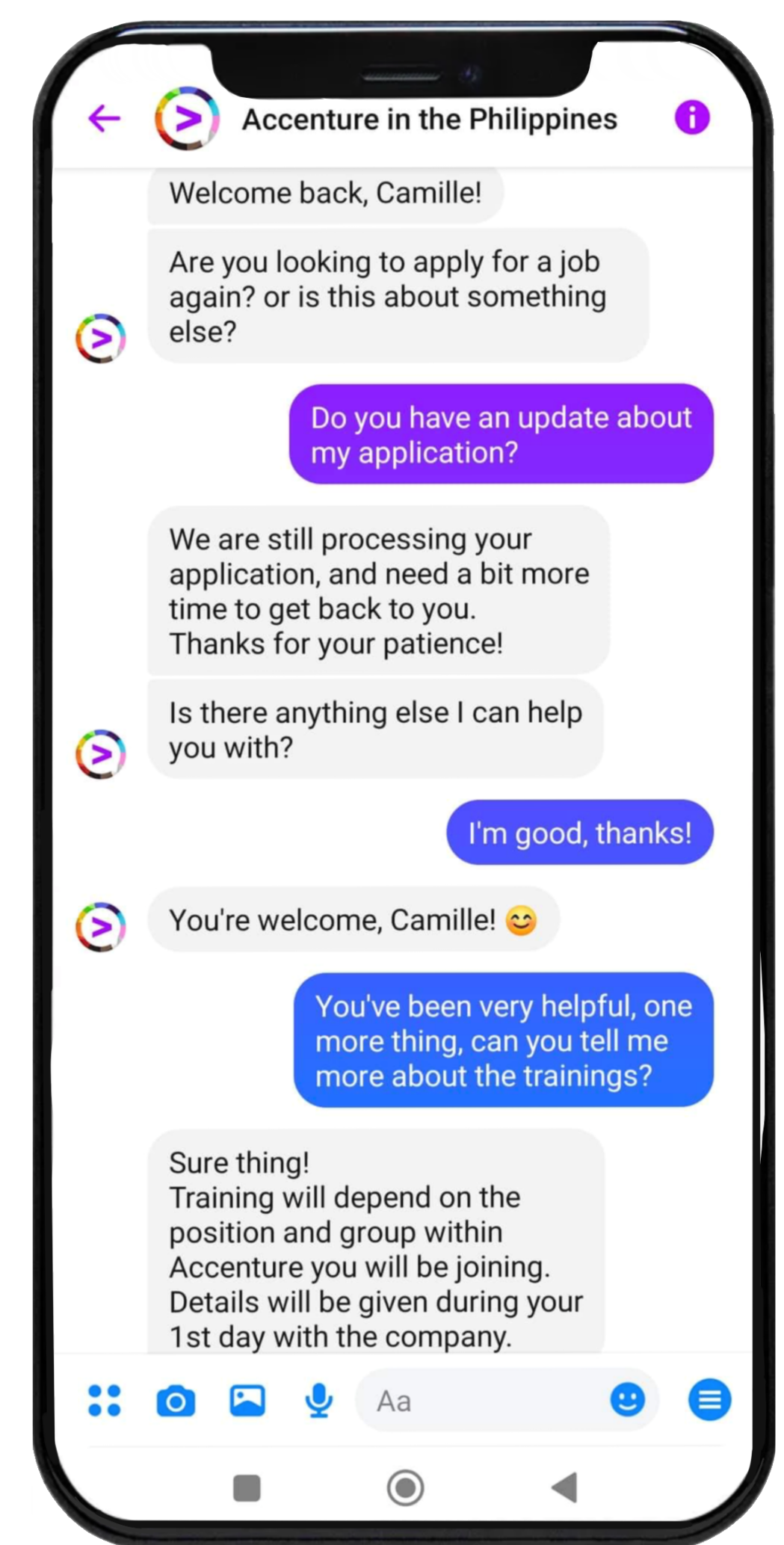
How Accenture Tripled Lead Conversion with AI-Powered Automation

Accenture has been a critical player in helping clients achieve remarkable growth for over three decades. With over 75,000 employees in the Philippines alone, their ability to recruit ideal-fit talent at scale is crucial to their success. But by 2018, Accenture found itself at a critical moment: traditional recruitment methods were reaching their limit, and the company, known for being early adopters of cutting-edge technology, recognized the need to introduce new layers of automation to candidate engagement activities to meet its ambitious hiring goals.

The Challenge

Accenture's team was committed to achieving even more, focusing on increasing their candidate conversion and attracting new talent through social media. This required that response times were immediate with an impeccable candidate journey. They set out to optimize the entire recruitment process to maintain a strong pipeline of qualified candidates and ensure that the best talent was captured and processed more efficiently.

that the best talent was captured and processed more efficiently. Here's where they started: Accenture needed to consolidate its sourcing channels, improve contact rates, and accelerate the recruitment process—all without drastically increasing the headcount of its sourcing team.



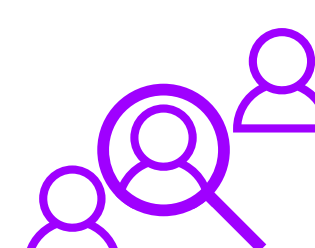
The Solution

By integrating Talkpush's AI-powered recruitment platform, Accenture was able to transform its volume recruitment operations. Here's the story of how they did it:



Centralized Lead Management:

All leads from various sourcing channels were captured and processed within Talkpush, eliminating the chaos of managing multiple platforms.



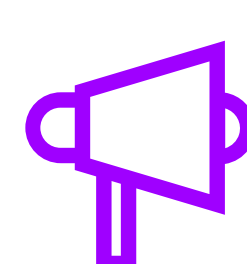
AI-Driven Initial Screening:

Candidates were automatically screened based on predefined criteria, ensuring that only qualified talent was selected.



Automated Communications:

Using bidirectional SMS, email, and Facebook Messenger Conversational AI Agents, Accenture engaged with candidates instantly, reducing the lag time and improving overall contact rates.



Social Media Ad Buying Optimization:

The paid ads service enabled the creation of enabled data-driven ad campaigns that effectively targeted and attracted qualified passive candidates in a highly cost-effective manner.

The Results

72 hours

Reduction in Lead Processing Time

allowing for quicker response and engagement with candidates.

2X

Capacity per Sourcer

each handling 200 applications daily, maximizing productivity.

3X

Higher Application Completion Rates

ensuring more candidates complete the application process.

23% → 60%

Increase in Lead Conversion Rate

significantly improving the efficiency of turning leads into candidates.

35% → 51%

Increase in Lead Contact Rate

enhancing communication and outreach success.

Accenture's adoption of AI-powered recruitment automation is more than just a success story—it's a blueprint for the future of volume hiring. With these new tools, Accenture is meeting its current hiring targets and is well-positioned to continue its growth trajectory.

Ready to level up your recruitment?

Let's jump on a call and explore how Talkpush can help your team.

