

# The Talent Acquisition Transformation Workbook:

Building your strategy for the next 3 years.

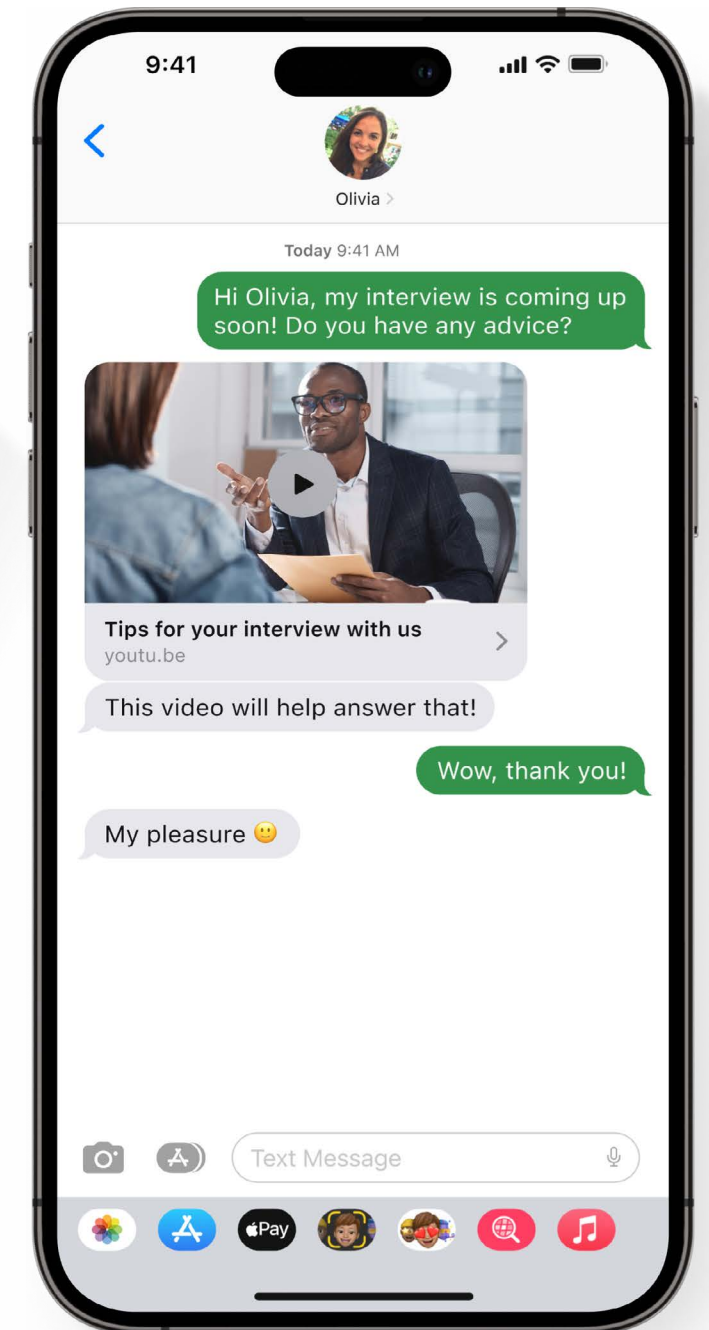
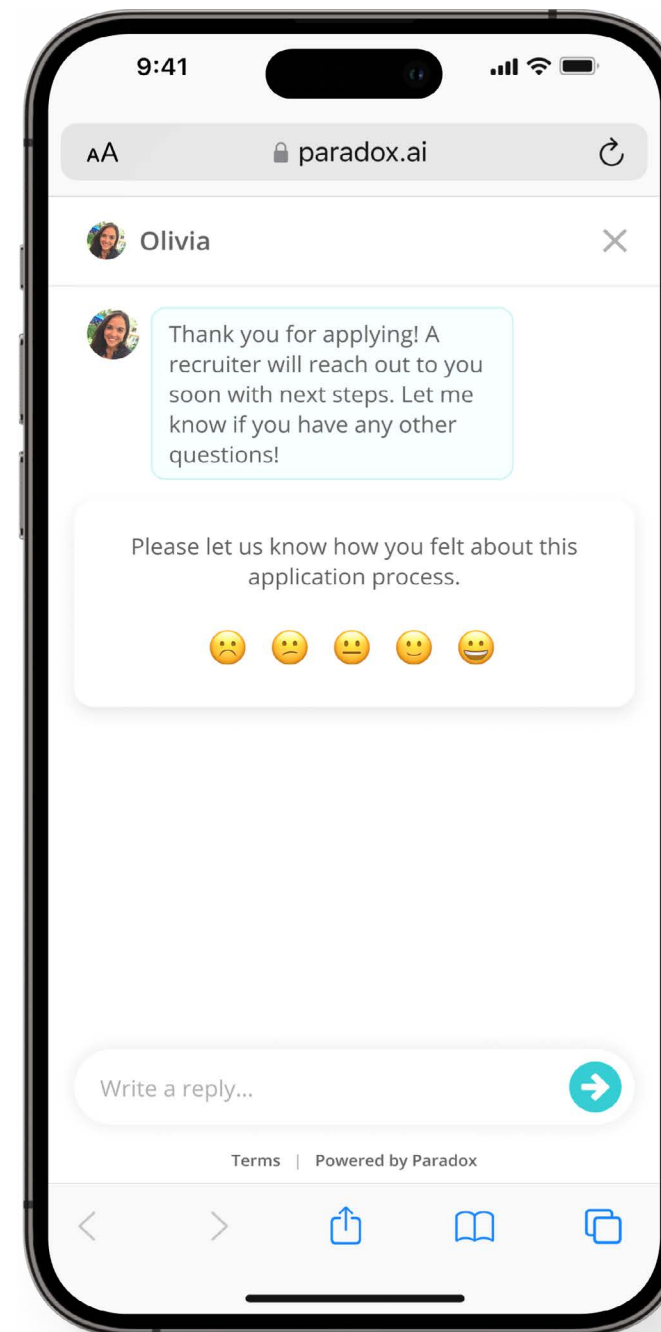


# We're all about conversations.

Launched in 2016, Paradox built the first conversational recruiting platform — driven by its AI assistant Olivia — to help recruiting and hiring teams spend more time with people and less time with software.

Serving global clients with hiring needs across frontline, high-volume hourly, and high-skilled professional roles, Paradox's AI assistant does the work talent teams don't have time for — streamlining tasks like screening for minimum qualifications, instantly scheduling interviews, and answering common candidate questions, all through frictionless, mobile-based conversations.

The company has been ranked one of the fastest growing companies in HR Tech by the Deloitte Fast 500, and has made the Inc. 5000 list four consecutive years. To learn more about Paradox's product, visit [www.paradox.ai](http://www.paradox.ai).





# How conversational software improves the candidate experience.

The only hiring experience that's fast and simple enough to keep up with today's frontline job seekers. Here's why it works:

## 2 minute text to apply.

Conversations, not applications. Candidates can apply and get scheduled for an interview via text right on their phones.

## More personalization.

Apply in over 100 languages, making all candidates comfortable. Has a candidate ever sent you a smile emoji? Our clients have received hundreds.



## Makes it mobile.

Conversational software puts a recruiting assistant right in your candidate's pocket, ready to support 24/7, 365.

## Get qualified in <1 minute.

No more waiting. Instant screening and automated scheduling leave less opportunity for drop-off.

## Less friction.

No logins, no passwords, no long repetitive forms. Experiences designed for ultimate candidate convenience.

# How conversational software improves the recruiter experience.

Nothing solves the problems of the modern frontline location manager like conversational recruiting software. Here's why it's powerful:

## Locations staffed 60% faster.

Keeping your business well-staffed reduces additional turnover and improves the customer experience.

## Easy to use.

Requires minimal training and has high user adoption because it communicates the way managers are used to: on their phones, via text.

## 5+ hours saved per week.

Removes time stealers by automating tasks like screening and scheduling, letting your manager focus on the customer experience.

## 24/7 automation.

Over half of the hourly workforce applies for jobs after normal hours. Instantly engage them no matter the time through Conversational AI.

## 50% reduction in drop-off rate.

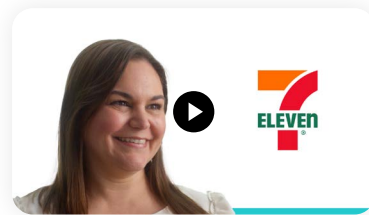
Removes barriers and friction points, leading to drastically improved interview show rates, and ultimately, better hires.



# AI powers the world's best hiring teams.

Scan the QR code to the right to hear from leading employers on the use case for AI in talent acquisition and the impact it has already had on their businesses.

Scan [or click](#) to watch the below case studies and more.



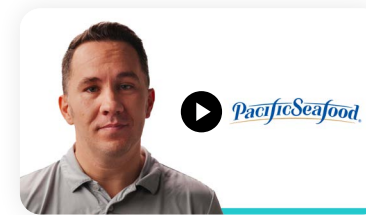
**Rachel Allen** talks about cutting time to hire from ten days to under three.



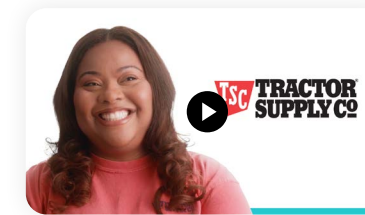
**Chad Hewitt** explains why AI will drop time to hire by 75%.



**Eileen Kovalsky** details how automating interview scheduling saved GM \$2 million.



**Cameron Pickett** explains how they reduced drop-off with AI chat and text to apply features.



**Mary Battle Broxton** explains how to build hiring campaigns with text-to-apply.



**Danielle Lendich** talks about saving thousands of hours per year.



**Shay Johnson** reveals the secret to hiring 160,000 people with 20 recruiters.



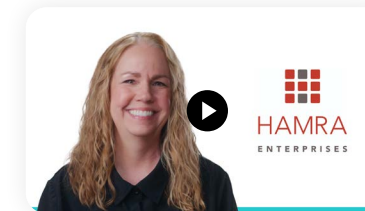
**Tracy Aguilar** discusses getting to know candidates better with conversational AI.



**Krista Sequeira** talks about reducing time to schedule with automated interview scheduling.



**Claire Wildman** discusses hiring in under two days with conversational AI.



**Sonja Breuer** reveals how they hire in four days with Paradox's Conversational ATS.



**Seema Shah** shares how speaking a candidate's language translates to ROI.



**Jada D. Reese** shares the impact of AI when hiring for the grocery industry.



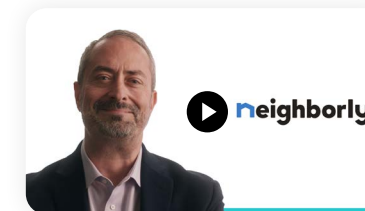
**Brad Williams** shares how the right tech will be adopted by 90% of individual franchisees.



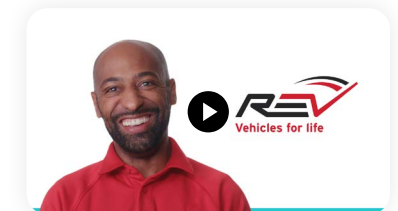
**Carlos Fernandez** speaks about increasing hires in hard-to-fill roles by 30%.



**Cassie Vasco** reveals how they decreased time-to-hire by 60%.



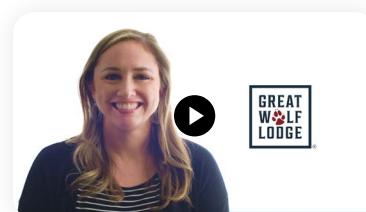
**Craig Gjelsten** shares how they are decreasing average cost per hire by 54%.



**Mark Darrington** speaks about gaining a competitive advantage in the hiring process.



**Joshua Teo** talks about how they can schedule job interviews in nine seconds.



**Rachel O'Connell** details how AI has helped the hospitality brand save \$700,000 annually.



**John Higgins** explains the impact of being able to hire 24/7 in the healthcare industry.



**Stephanie Chaviano** shares how they increased offer acceptance through AI.



**Mark Gibson** reveals how they automated 90%+ of the hiring process.



**Alice Fournier** chats about taking the hiring process global with AI.

# This is what conversational software looks like.

It's modern, fast, and frictionless. For candidates and hiring teams alike.

## Instant engagement.

Respond to candidates immediately anytime, 24/7.

2

## Text to apply.

Candidates can apply instantly by text or QR code scan.

1

## A perfect fit.

Serve up the best open roles based on the candidate's location, preferences, and more.

3

## Auto-scheduling.

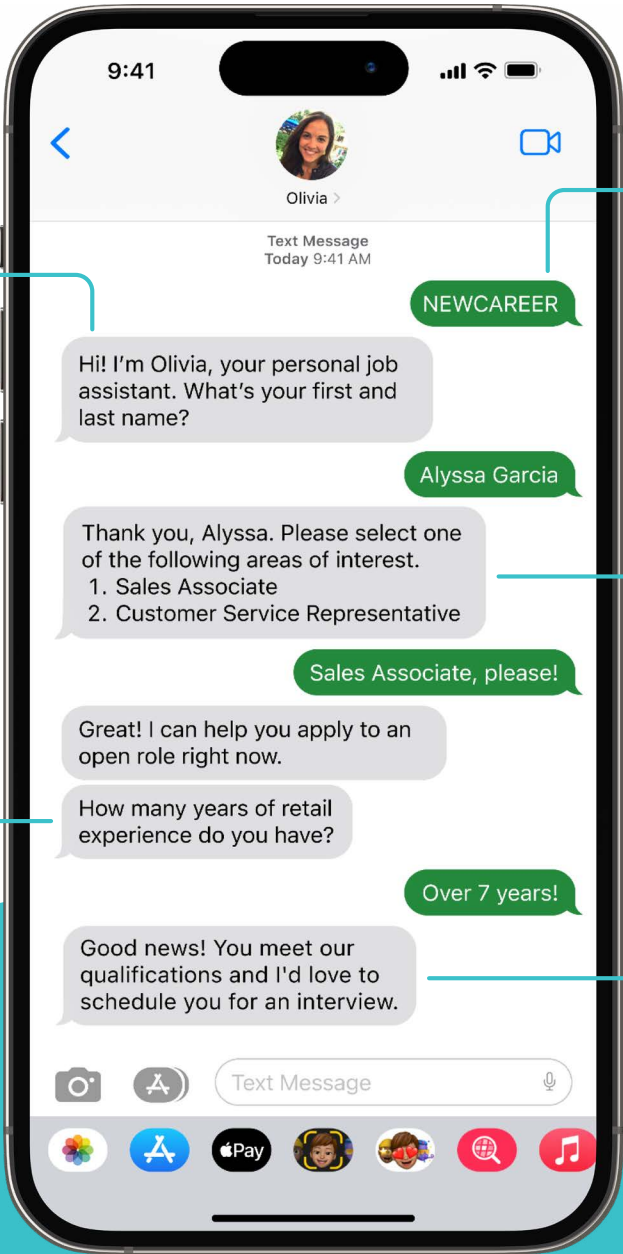
Qualified candidates are auto-scheduled based on manager's availability.

5

## Apply in minutes.

The conversation is the application, completed through text or chat.

4



# Let's figure out your top three hiring challenges.

List your organization's current top three challenges below.

Challenge #1:

Challenge #2:

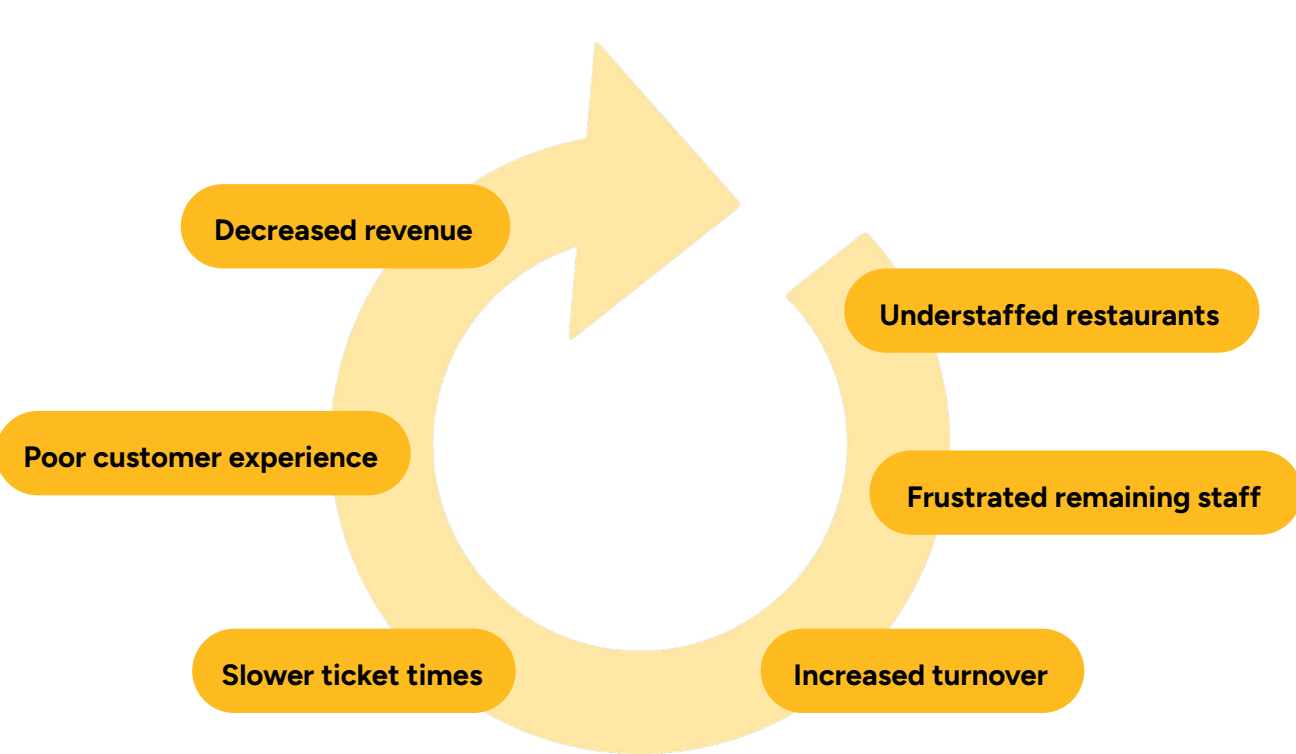
Challenge #3:

**What is your  
hiring strategy  
for next year?**

# How does understaffing impact your business?

Let's look at how a quick-service restaurant could turn staffing into a revenue driver for their business.

The impact of understaffing is measurable.



## How quick-service restaurants turn fast hiring into a competitive advantage.

Many quick-service restaurants could see that even a few days of understaffing in a restaurant impacted revenue, guest experience, and employee experience. By leveraging automation, we've seen clients reduce time to hire from 21 to 3 days, return 5+ hours per week to managers, and improve their candidate experience.

# Let's map the impact of staffing for your business.

Consider the roles you hire most, and why those roles are critical to your business model. What is the revenue, customer, and cost impact of those roles being understaffed?



Additional notes:

# Who do you hire?

Who are the people you need to bring in to fuel business success?

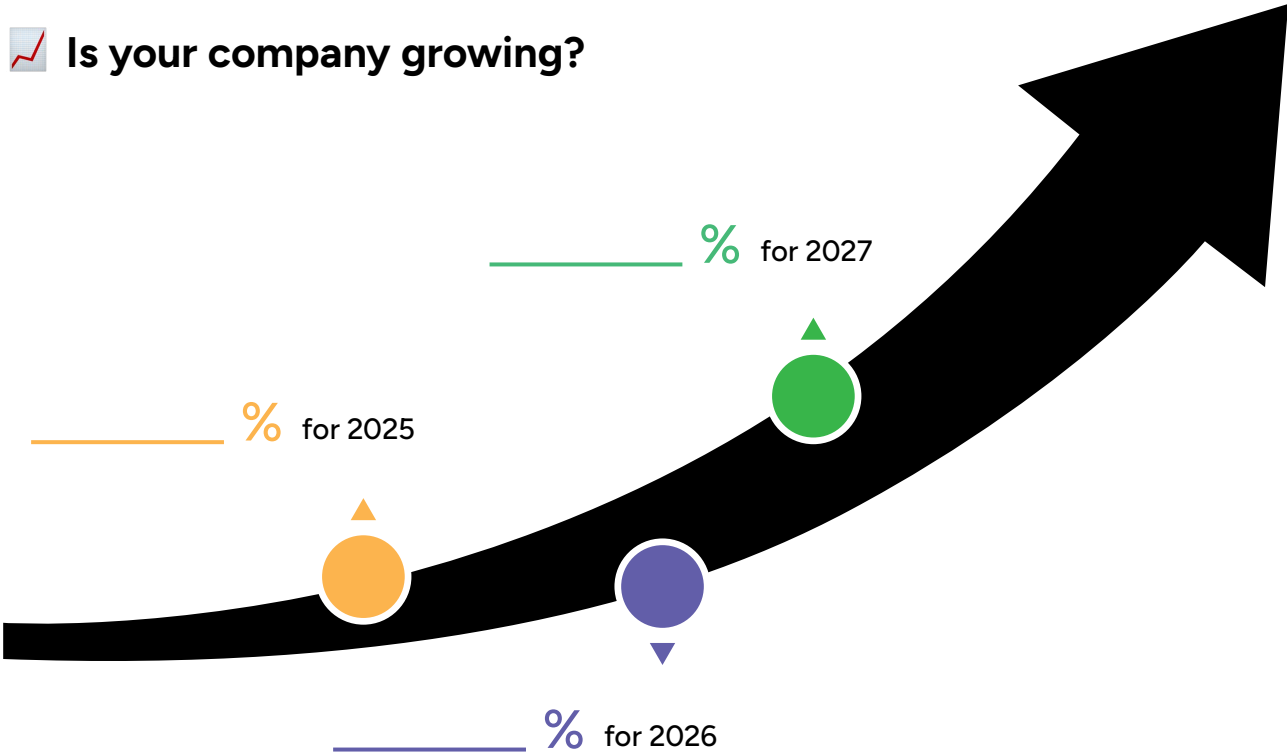
 **Current number of employees:**

 **New hires per year:**

How many frontline hires:


How many corporate hires:

 **Is your company growing?**



# Who does your hiring?

Let's break down who handles your hiring today and what that costs. Now, consider this alongside your projected company growth rate. What will this team need to be if you scaled proportionately?




**Recruiters / Sourcers**

Number of recruiters / sourcers:

Average annual cost per headcount (salary and benefits):

Total compensation (headcount x avg annual cost per headcount):

Number of hires this group will make this year:



**Admin / Operations**


Number of admin / operations:

Average annual cost per headcount (salary and benefits):

Total compensation (headcount x avg annual cost per headcount):

Number of hires this group will make this year:

Typically not directly responsible for hires



**Location managers**

Number of location managers:

Average annual cost per headcount (salary and benefits):

Total compensation (headcount x avg annual cost per headcount):

Number of hires this group will make this year:



## Your budget today.

Let's map what you spend on hiring today.

[illegible][illegible][illegible][illegible]

Grand total	\$
-------------	----

## Your budget in three years.

65% of heads of TA see their budgets decreasing next year. It's time to do more with less. How do you hit hiring targets based on three-year growth rate while decreasing budget by a total of 10%?

[illegible]

# Variable costs

Your job advertising, contractors, overtime hours

Item	Cost
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total	\$

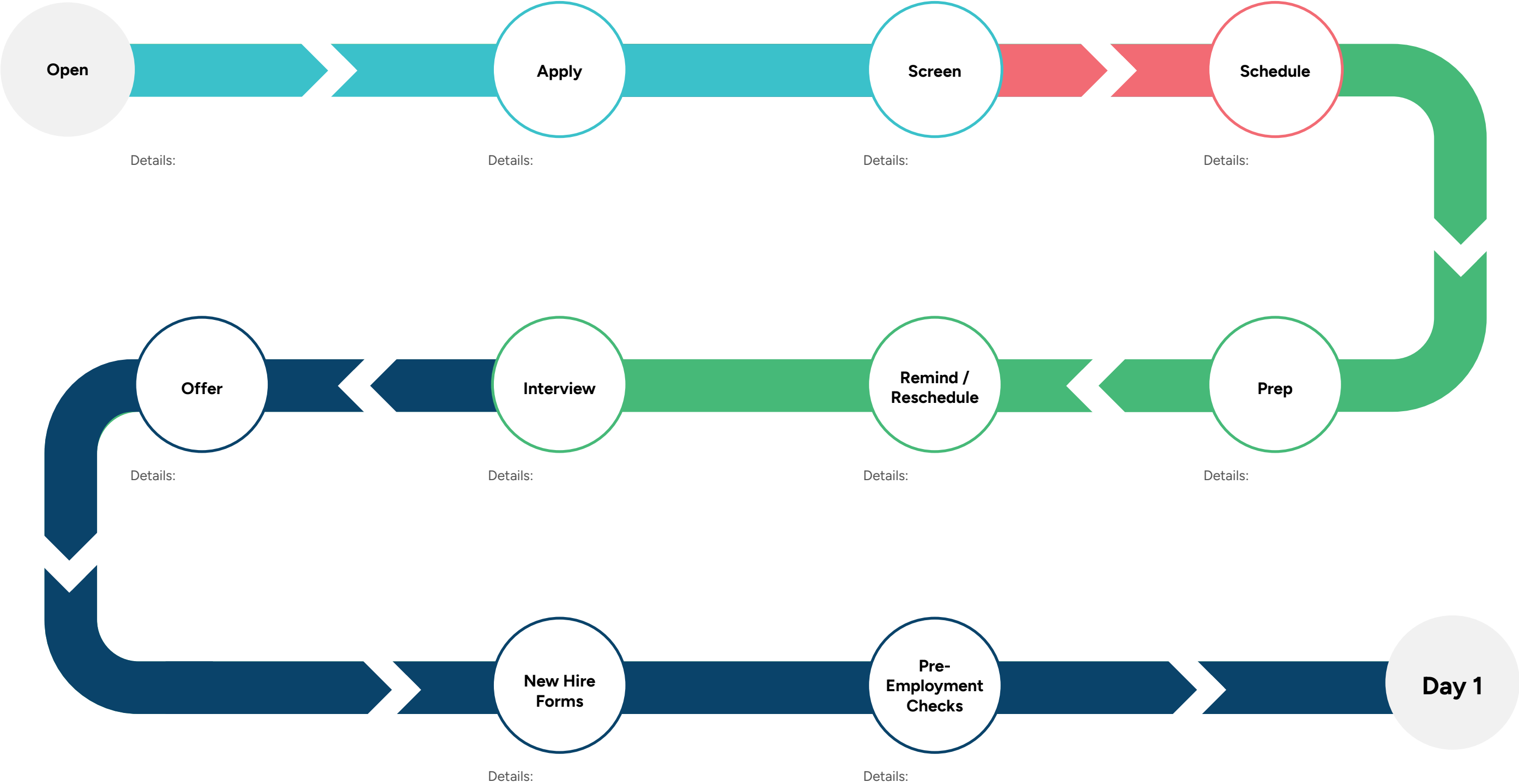
[illegible][illegible]

<b>Grand total</b>	\$
--------------------	----

**Where can you  
leverage AI in your  
hiring process?**

# What's your *current* candidate journey?

Fill in the blanks below with your organization's current candidate workflow.





# Where to use AI, by role.

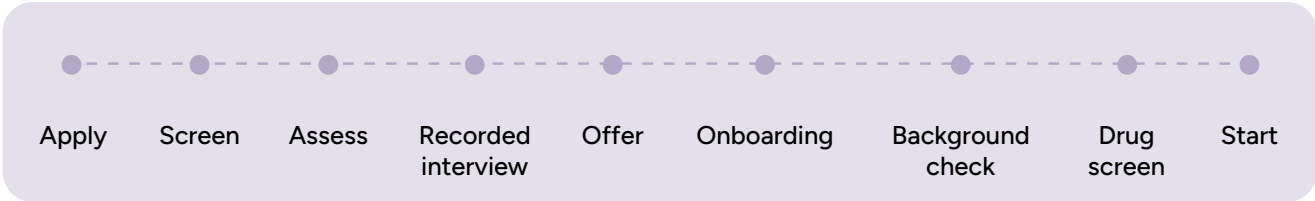
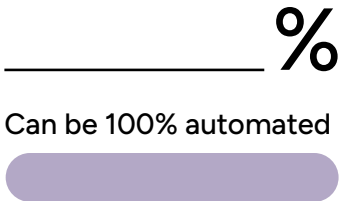
Hiring automation varies by profile. Fill in which percentage of your hires fit into each segment.

Steps colored in **red** typically are done manually. Increasingly, steps in **black** are being automated in these hiring profiles.



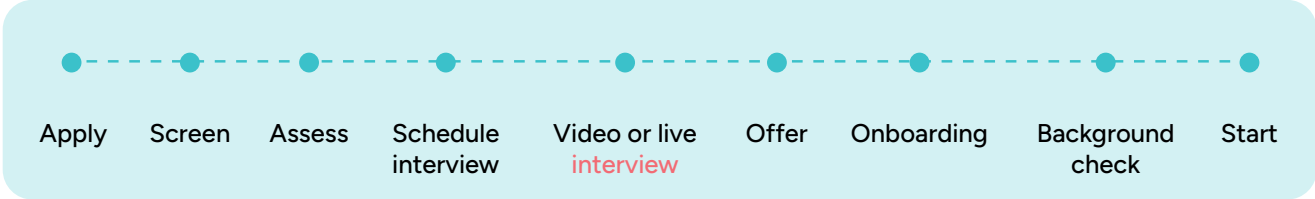
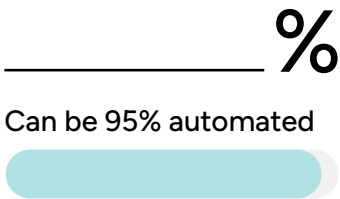
## High-volume Support

Support the operations, supply chain, or production of product for an organization.



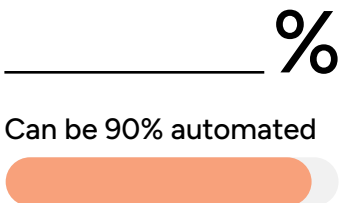
## Frontline (customer-facing)

The face of the company that interacts with customers on a day-to-day basis.



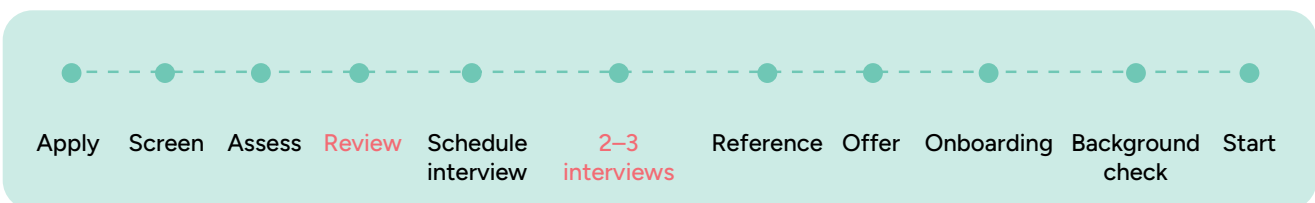
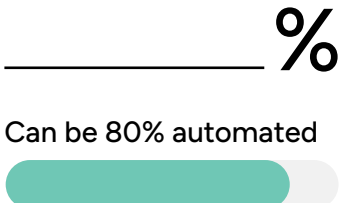
## High-volume skilled

Specific skills, licenses, experience, or certification are required for these positions.



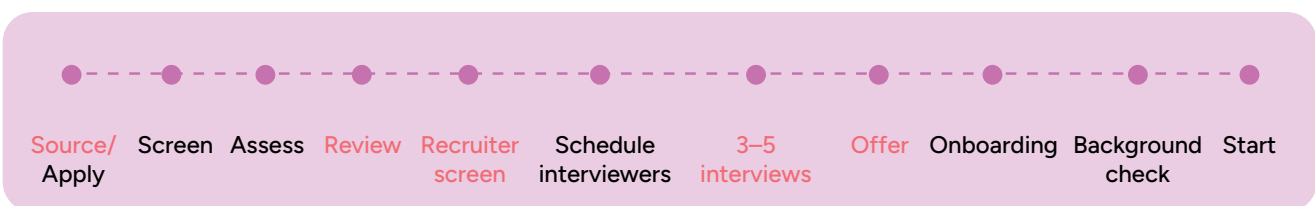
## Day-to-day manager

Day to day management of the business and people for a specific location.



## Corporate

High-skill, salaried roles that vary across departments and title.



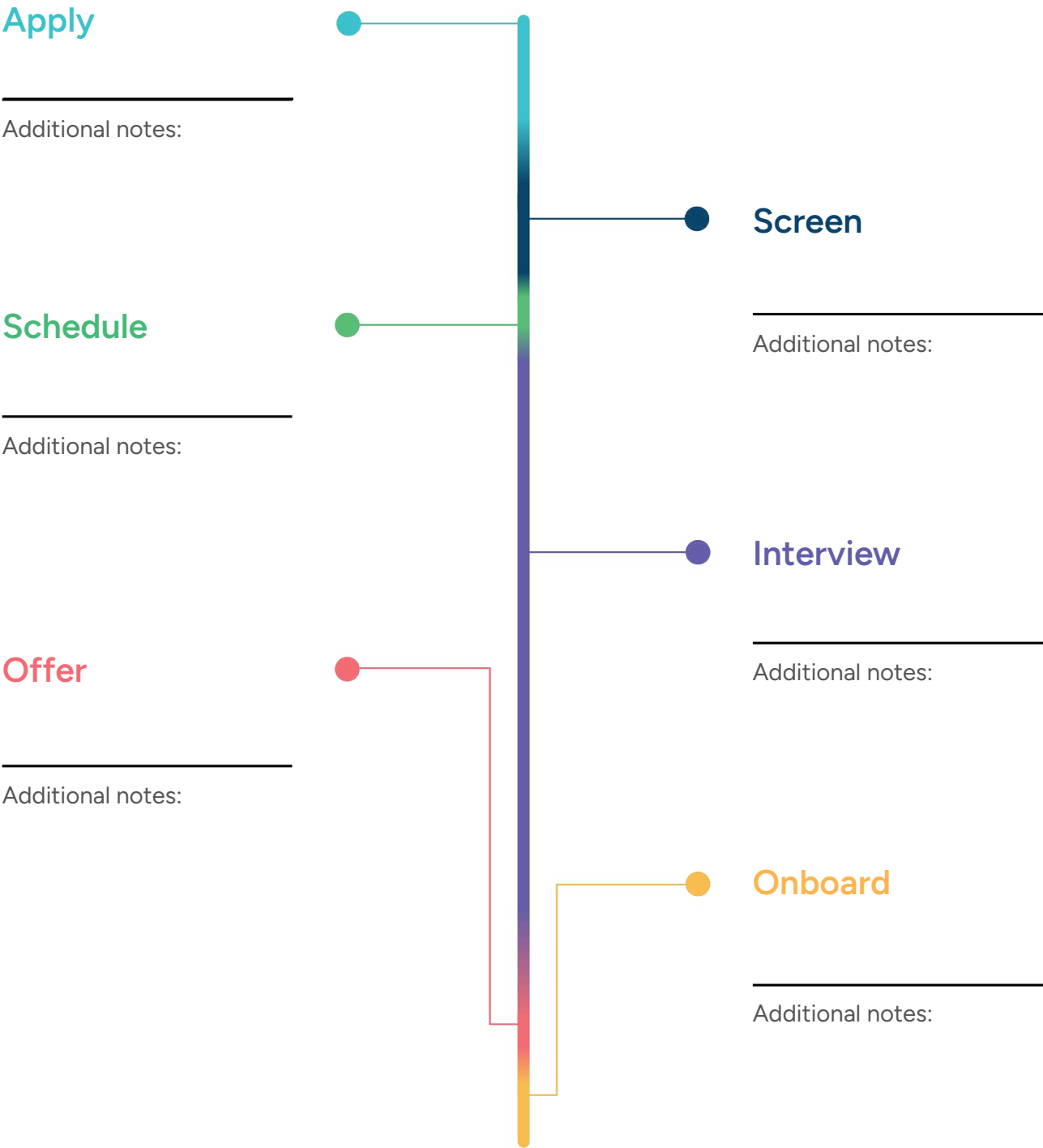
# Time-to-hire (Paradox benchmark).

This is what a Paradox-powered, conversational hiring process looks like, according to our latest data.



# Let's map your current time-to-hire.

How does your hiring process compare to one that's powered by conversational AI?



# Increase candidate conversion rate with less work (and budget).

The data below shows the difference in conversion rates in frontline hiring between an automated process and a manual one.

## Conversational conversion rate

- Applying  
**92%**
  - › No log-in and password required.
  - › Can apply from any device.
  - › <5 minute application form.
- Scheduling  
**97%**
  - › Qualified candidates pushed forward.
  - › Scheduled for interview quickly.
  - › 24/7 scheduling ability.
- Interviewing  
**92%**
  - › Automatic rescheduling.
  - › <72 hours before interview.
  - › Provides offer to candidate quickly.
- Onboarding  
**91%**
  - › Forms sent to mobile device.
  - › Simple onboarding process.
  - › Ability to start forms quickly.
- **73% conversion rate.**

## Traditional conversion rate

- Applying  
**20%**
  - › Requires log-in and password.
  - › Not mobile-friendly.
  - › >5 minute application form.
- Scheduling  
**50%**
  - › Candidates left waiting.
  - › Not scheduled fast enough.
  - › Only during business hours.
- Interviewing  
**60%**
  - › Not allowed to reschedule.
  - › >72 hours before interview.
  - › Candidate receives other offer.
- Onboarding  
**65%**
  - › Barrage of forms sent to email.
  - › Repetitive and complex forms.
  - › Takes too long to start.
- **3% conversion rate.**

# What's your organization's current conversion rate?

Fill in the following blanks with your organization's dropoff percentages.

## Your conversion rate

- Applying  
\_\_\_\_\_ %  
Additional notes:
- Scheduling  
\_\_\_\_\_ %  
Additional notes:
- Interviewing  
\_\_\_\_\_ %  
Additional notes:
- Onboarding  
\_\_\_\_\_ %  
Additional notes:
- \_\_\_\_\_ % conversion rate.

# Hiring automation checklist.

What are you automating now? What would you like to automating in the future?  
Let's check in.

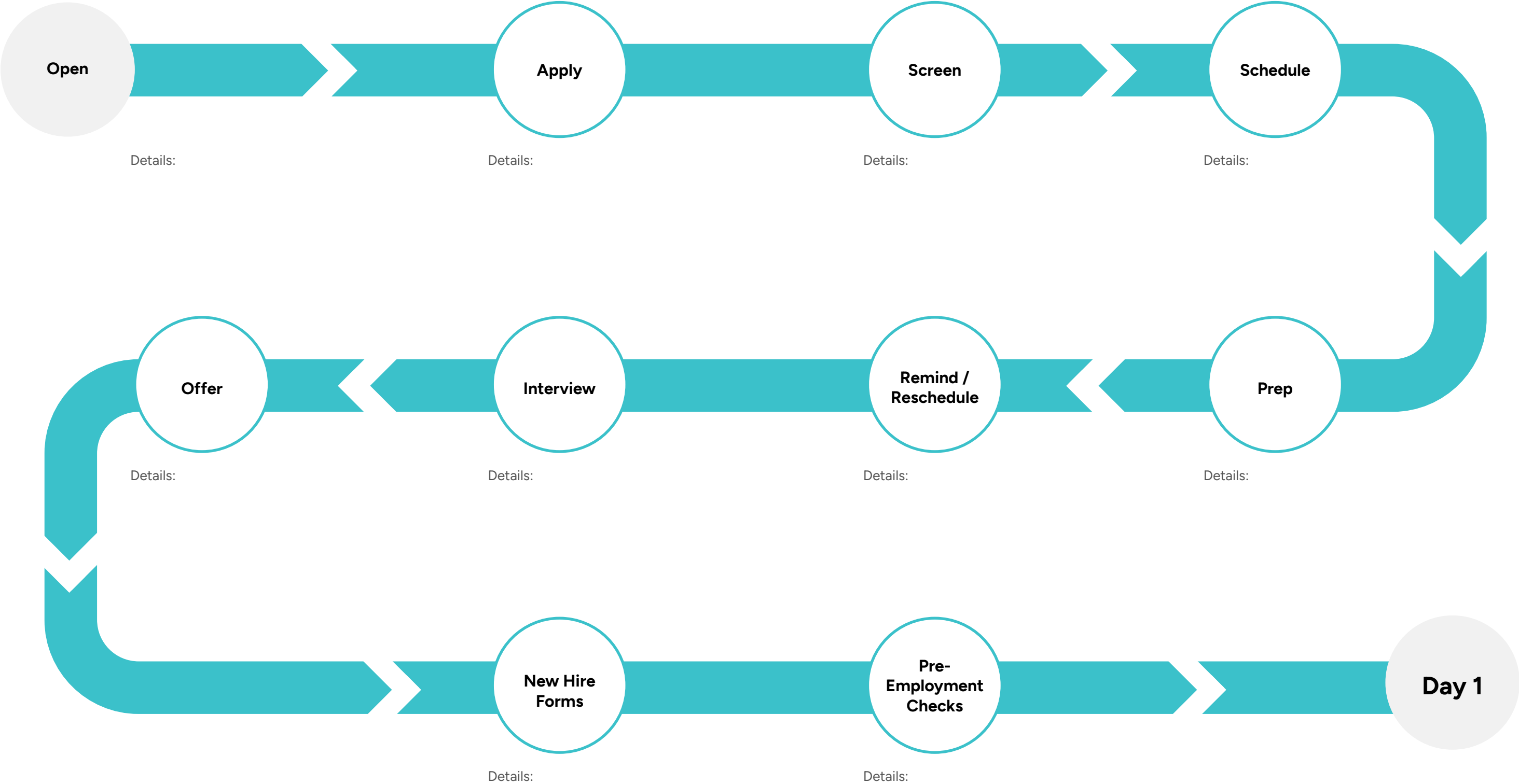
Hiring Profiles	Steps	Automated Today?	Should be Automated?
Frontline or High Volume	Apply	<input type="checkbox"/>	<input type="checkbox"/>
	Screen	<input type="checkbox"/>	<input type="checkbox"/>
	Assess	<input type="checkbox"/>	<input type="checkbox"/>
	Schedule Interview	<input type="checkbox"/>	<input type="checkbox"/>
	Video or Live Interview	<input type="checkbox"/>	<input type="checkbox"/>
	Offer	<input type="checkbox"/>	<input type="checkbox"/>
	Background Check	<input type="checkbox"/>	<input type="checkbox"/>
	Onboarding Paperwork	<input type="checkbox"/>	<input type="checkbox"/>
Frontline Manager	Apply	<input type="checkbox"/>	<input type="checkbox"/>
	Screen	<input type="checkbox"/>	<input type="checkbox"/>
	Assess	<input type="checkbox"/>	<input type="checkbox"/>
	Schedule Interview	<input type="checkbox"/>	<input type="checkbox"/>
	Verify License / Qualifications	<input type="checkbox"/>	<input type="checkbox"/>
	Interview(s)	<input type="checkbox"/>	<input type="checkbox"/>
	Offer	<input type="checkbox"/>	<input type="checkbox"/>
	Background Check	<input type="checkbox"/>	<input type="checkbox"/>
	Onboarding Paperwork	<input type="checkbox"/>	<input type="checkbox"/>
University / Early Careers	Source / Apply	<input type="checkbox"/>	<input type="checkbox"/>
	Screen	<input type="checkbox"/>	<input type="checkbox"/>
	Schedule Interview	<input type="checkbox"/>	<input type="checkbox"/>
	Video or Live Interviews	<input type="checkbox"/>	<input type="checkbox"/>
	Offer	<input type="checkbox"/>	<input type="checkbox"/>
	Background Check	<input type="checkbox"/>	<input type="checkbox"/>
	Onboarding Paperwork	<input type="checkbox"/>	<input type="checkbox"/>
Corporate / Executive	Source / Apply	<input type="checkbox"/>	<input type="checkbox"/>
	Screen	<input type="checkbox"/>	<input type="checkbox"/>
	Work Sample	<input type="checkbox"/>	<input type="checkbox"/>
	Schedule Interviewers	<input type="checkbox"/>	<input type="checkbox"/>
	Video or Live Interviews	<input type="checkbox"/>	<input type="checkbox"/>
	Offer	<input type="checkbox"/>	<input type="checkbox"/>
	Background Check	<input type="checkbox"/>	<input type="checkbox"/>
	Onboarding Paperwork	<input type="checkbox"/>	<input type="checkbox"/>

Additional notes:



# What's your *ideal* candidate journey?

Fill in the blanks below with your organization's desired future candidate workflow.



**How would you  
build a CFO-proof  
business case?**

# Business case quick tips.

Here are some tips from Paradox CFO Ross Grainger on how to improve your chances for getting your next project approved.

1

## For starters, build with your CFO in mind.

Does this make financial sense? Is the math reliable? Are benefits measurable? Is this relatively a better investment than other investments in the company?

2

## Separate hard savings and operational benefits.

Show both, but always start with hard cost savings. What can you cover from your budget?

3

## Don't buy it if it doesn't save you money.

Period.

4

## Make it clear why this is a good investment.

Your CFO is only going to invest in the *best* projects. So even if your proposal is a net positive, better projects might take priority. So showcase your savings loudly.

5

## Take the path of least resistance.

It's much easier to get approval if hard savings in your budget can cover the new investment vs. asking for incremental funds.

6

## Write from your company's perspective.

Not the vendor's. When the capabilities and ROI are outlined, just leave the vendor's name and the specifics in the appendix.

7

## Start with a one-page executive summary.

Highlight cost and savings, and 1–2 key (specific!) benefits. Don't bury the lede.

8

## Under-promise, over-deliver.

Always underestimate savings projections and ROI. It makes it easier to position investments as a win. Don't shoot yourself in the foot with unattainable numbers.

9

## Asterisk any math.

You can keep the numbers simple in the proposal, but put your equations in a footnote. Be credible and specific.

10

## Know the cost of "not doing."

Sometimes the clearest way to show impact is to juxtapose it with the status quo. Build a multi-year view of what costs look like if you don't use the tech.

11

## Show what others are doing.

Include several case studies of other similar organizations doing this and having success. It creates FOMO around not wanting to fall behind.

12

## You don't have to give all the savings back.

Figure out what can be saved, but then craft the most effective business case for approval. Showcase savings as well as strategic reinvestments.

# The case for next-gen hiring technology.

Cost savings, operational efficiness, and more — your CFO and CHRO will love this.



## Reduce job advertising spend

By reducing candidate drop-off, Paradox can save companies up to 50% of job advertising spend.

Current spend:



## Reduce technology

Paradox can replace many recruiting point solutions, allowing you to spend that budget elsewhere.

Current spend:



## Reduce / repurpose FT TA headcount

By automating tasks, teams may be able to get more done with less.

Current spend:



## Reduce RPO or contract resources

24/7 automation reduces the need to bring on extra help, like RPO or contractors.

Current spend:



## Reduce TA coordinator / support headcount

Automating administrative tasks like scheduling and onboarding, coordinators can be repurposed to other departments.

Current spend:



## Reduce manager overtime hours

Reducing hiring workload and staffing faster alleviates burden on our hiring managers.

Current spend:

## Operational benefits

Select the top 3–5 benefits for your organization.



**Hire faster and better, 24/7** to get top candidates with less drop off, improve candidate experience, and avoid disruption from turnover.



**Improve business productivity** by reducing days of productivity loss caused by understaffing.



**Improve customer experience** with higher % interactions (days and locations) with fully staffed locations.



**Reduce manager hours spent on hiring** that can be repurposed on higher impact initiatives like customers, operations and team.



**Increase recruiter efficiency to do more with less** by reducing hours spent on recruiting administrative tasks (scheduling, screening, etc.).



**Spend less time on training and support** with easy, intuitive technology.



**Reduce turnover** of both managers and frontline employees by minimizing strain of understaffing and improving quality of hire.



# Time to get your business case ready.

How would you build a business case for change in your organization after completing this workbook?

What are the biggest opportunities to impact **business results**?

>

>

>

>

>

What process changes would save your hiring teams the most **time**?

>

>

>

>

>

Where do you have the biggest opportunities for **cost savings**?

>

>

>

>

>

What are the **3–5 points of ROI** you'd make to your CFO?

>

>

>

>

>

# A timeline for change.

You don't need to change all at once. What is the best timeline for change for your organization and when do you need to get started?

Start date \_\_\_\_\_

End date \_\_\_\_\_

	2026	2026	2026
Contract end dates.	>	>	>
	>	>	>
	>	>	>
Business initiatives.	>	>	>
	>	>	>
	>	>	>
Process/tech improvements.	>	>	>
	>	>	>
	>	>	>

**Additional notes.**

