



WOOSENDER

AI ASSISTANT FOR RECRUITMENT

CASE STUDY

BALTIMORE RECRUITING BATTALION



U.S. ARMY RECRUITMENT PILOT Baltimore Recruiting Battalion

WHAT IS WOOSENDER

WooSender is a proprietary Artificial Intelligence that validates contacts, qualifies prospects, and schedules appointments without the need for human intervention. WooSender AI Assistant helps companies increase their productivity and efficiency all while reducing countless hours of work!

WHY WOOSENDER

Save time and enroll more recruits by using WooSender's AI Assistant! Now your staff can spend twice the time taking actual in-person meetings with serious recruits by letting our AI do all the tedious work.



U.S. ARMY DIRECT OUTREACH PILOT METRICS (10/24/23 - 1/24/24)

On October 24th, WooSender launched our second test pilot with the US Army to help them enroll more recruits.

The challenge was the Army did not have enough staff nor the time to handle all communications with prospects coming in from goarmy.com.

The goal was to have our AI assistant reach out to internet leads to see if they were interested in joining the Army and book them for an in-person meeting.

The results were 10X their current numbers for Direct Outreach. With 834 appointments booked for 48 recruiters!

THE STATUS



4,553

TOTAL CONTACTS

Contacts Used: 100%



3,202

VALIDATED CONTACTS

Validation Rate: 70%



1,272

INTERESTED CONTACTS

Interested Rate: 40%



834

SCHEDULED CONTACTS

Scheduled Rate: 66%

