



WOOSENDER

AI ASSISTANT FOR RECRUITMENT

CASE STUDY
NEW YORK CITY RECRUITING BATTALION



U.S. ARMY RECRUITMENT PILOT New York City 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

(8/18/22 - 9/22/22)

On August 18th, WooSender launched our first 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 while interviewing new recruits.

The goal was to have our AI assistant reach out to college students in the New York area 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 145 appointments booked and 26 recruits processed!

THE STATUS



3,800

TOTAL CONTACTS

Contacts Used: 100%



3,174

VALIDATED CONTACTS

Validation Rate: 84%



202

INTERESTED CONTACTS

Interested Rate: 6%



145

SCHEDULED CONTACTS

Scheduled Rate: 72%



26

PROCESSED CONTACTS

Processed Rate: 18%

