PARADOX

The Hourly Hiring
Roadmap

Hourly hiring is simple if you know where to start.

Let's get started.

An intro from someone who's actually been in your shoes. No, seriously.

Before joining Paradox, I spent 15+ combined years leading talent teams at McDonald's and Abercrombie & Fitch. So believe me, I know the challenge of finding hourly workers isn't new; hourly hiring has always been hard. Everything that happened in 2020 and beyond has simply magnified long-standing problems (and created a few new ones, too).

Here's what I've found talking to people like you the last few months: *Everyone* is struggling to hire right now, for a wide range of reasons. So even though it may feel like it at times, I can say wholeheartedly that you're not alone in this. You're not failing. And that feeling like your ship is springing leaks faster than you can plug them won't last forever.

So how do you save your (hiring) ship? Well, it's actually not as complicated as you might think:

> **Your candidate experience simply needs to be *simpler*.**

Maybe that's news to you. Or maybe you already knew that, but you're having trouble executing on it. In either case, I promise you: the solutions exist. We'll show you.

Here's to taking action, and to building teams that will change the world. Making things simple is hard work, but we'll get there together.

P.S. It is my sincere hope that this roadmap will serve as a bucket for your leaky hiring ship, or at the very least a ladle. If you feel you need extra tools, just let me know.

Happy hiring,

Joshua Secrest
VP of Client Advocacy
joshua.secrest@paradox.ai

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Whew. Take a deep breath.

It's true, things are tough right now. And the "traditional" hiring methods you're using don't seem to be working. Maybe they haven't been working for awhile. But — and now we can take a collective sigh of relief — there is a better way out there. We call it "conversational" hiring.

What does that mean? Well, think about how you're delivering better, more modern experiences to your customers. Hotels now allow guests to check in and manage reservations right on their phones. Fast food restaurants, from Wendy's to McDonald's, offer on-the-go mobile ordering. And yet, when it comes to the candidate experience — most of whom are *also customers* — things have remained quite old fashioned. If you're looking for a roadmap to success, then there's no way around it: Conversational hiring is simply the fuel.

What does it look like? And how can we prove it's working?

Glad you asked.

The new (simpler) way to hire hourly is conversational.
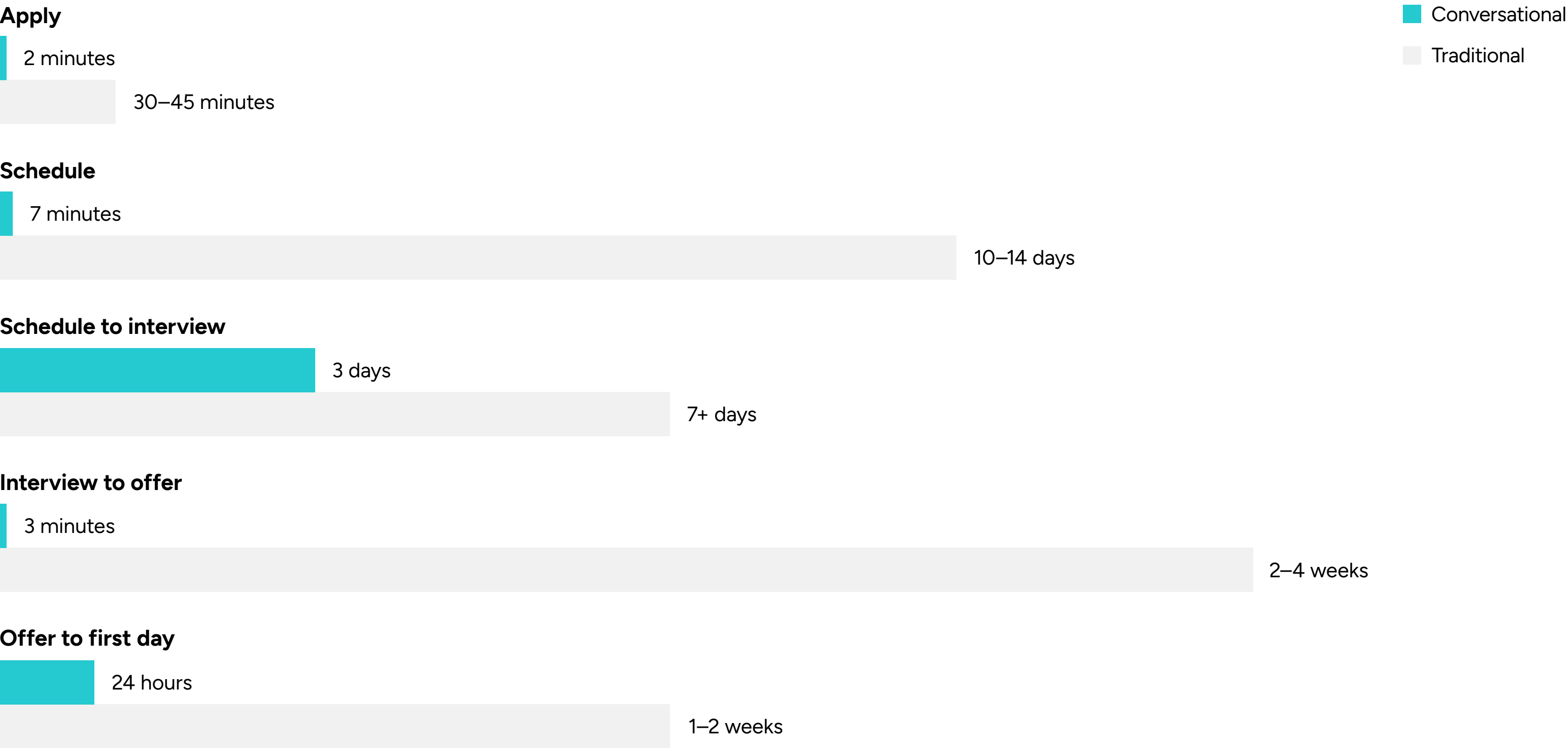
Traditional hiring looks like this: 🐢

› Logins and passwords to apply on career site

› 20+ minute online application

› Delayed response only during work hours

› Delayed scheduling via email or phone call

› Phone tag, voicemails, inboxes to reschedule

› No interview reminders

But it could look conversational instead: 🐆
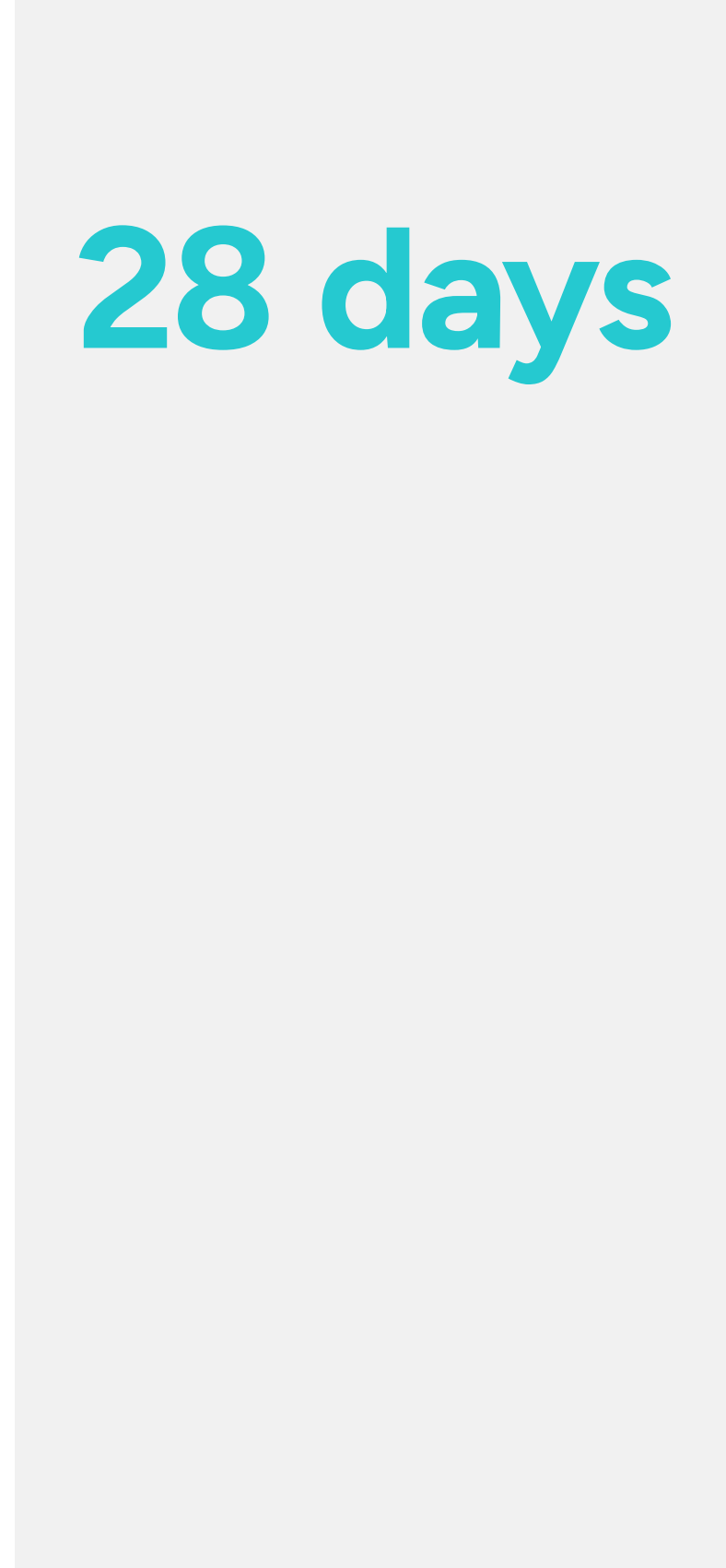
› Text to apply instantly

› 2 min. conversational application on mobile device

› Immediate, 24/7/365 response

› Automatic scheduling based on calendar availability

› Quick, automated mobile rescheduling

› Day-of interview text reminders

How much time is your current process costing you?

Apply

■	Conversational
■	Traditional

2 minutes

30–45 minutes

Schedule

7 minutes

10–14 days

Schedule to interview

3 days

7+ days

Interview to offer

3 minutes

2–4 weeks

Offer to first day

24 hours

1–2 weeks

Yup. **28 days** are lost every hire.

4 days

Traditional

Conversational

Total time to hire

The roadmap to simplifying hourly hiring.

Simple starts here.

Here's what we know: Every step in the candidate journey — from initial awareness of a job opening to becoming a seasoned and loyal employee — can, and should, be a conversation. The employers standing out right now are the ones making their candidate experience feel more consumer-esque; that means super lightweight, extremely low friction, heavily (nearly completely) automated, and, most importantly, mobile friendly. In short: *simple and on a phone.*

What does this actually look like? We'll show you, step by step, with a little help from some really smart companies that have already found success.

1 Attract more candidates

by recruiting candidates how they live.

Turn every surface into an ad. ①

Short codes and QR codes help you get to candidates fast, right in your store.

Invest in a conversational assistant. ③

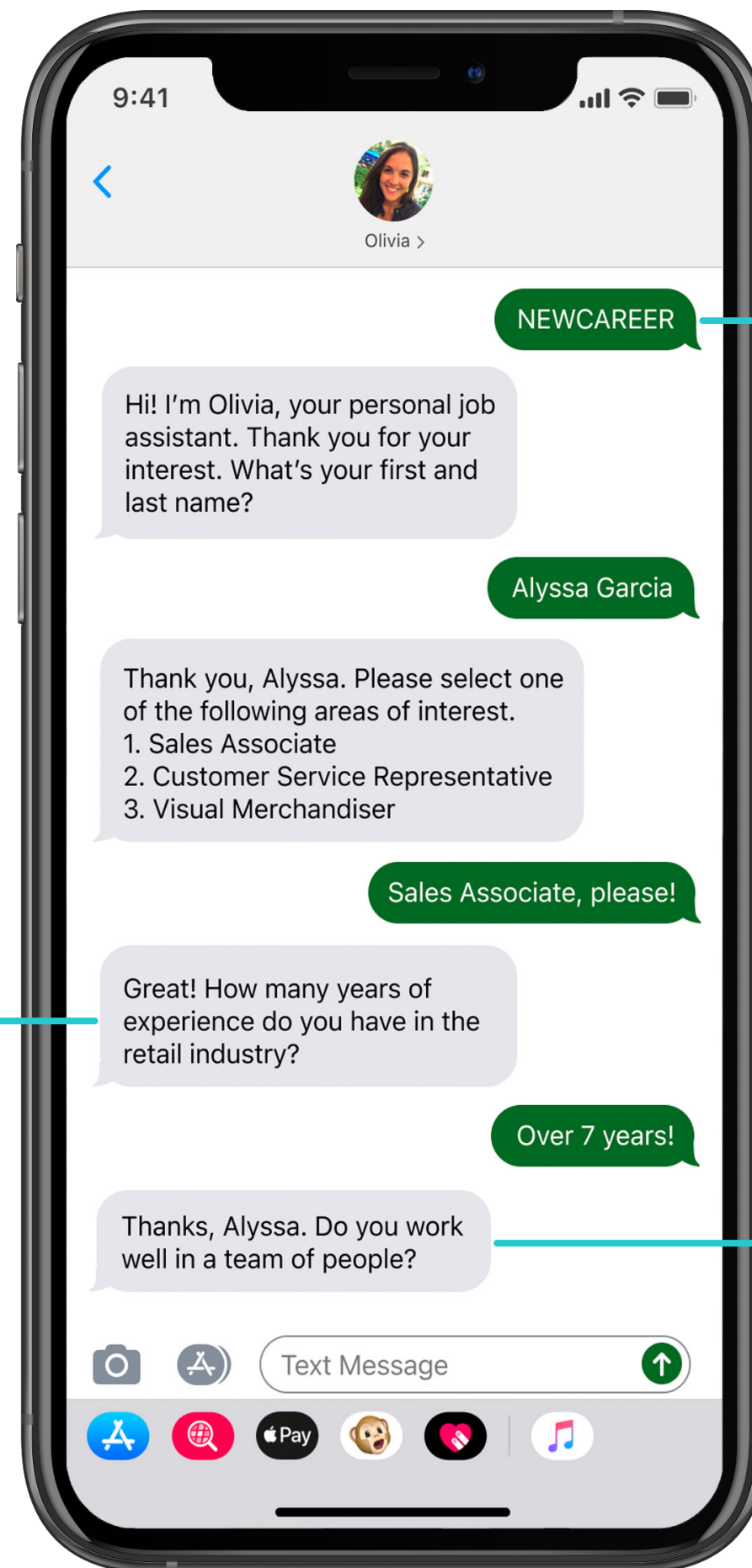The future of recruiting is assistants. Confused about what this is exactly?

Watch this »

And turn every customer into a candidate. ②

With just one text, customers become active candidates before they have a chance to look elsewhere.

Make it mobile. ④

60% of all applications were completed on mobile devices in 2020.

Most people aren't going to wait for days to hear back from a restaurant. They're going to apply to multiple locations and start with whoever contacts them first. Speed is always the main ingredient to hire the best people.

James Harris
Field Support Manager, Group W (a Wendy's Franchisee)

4 min

average time to complete application

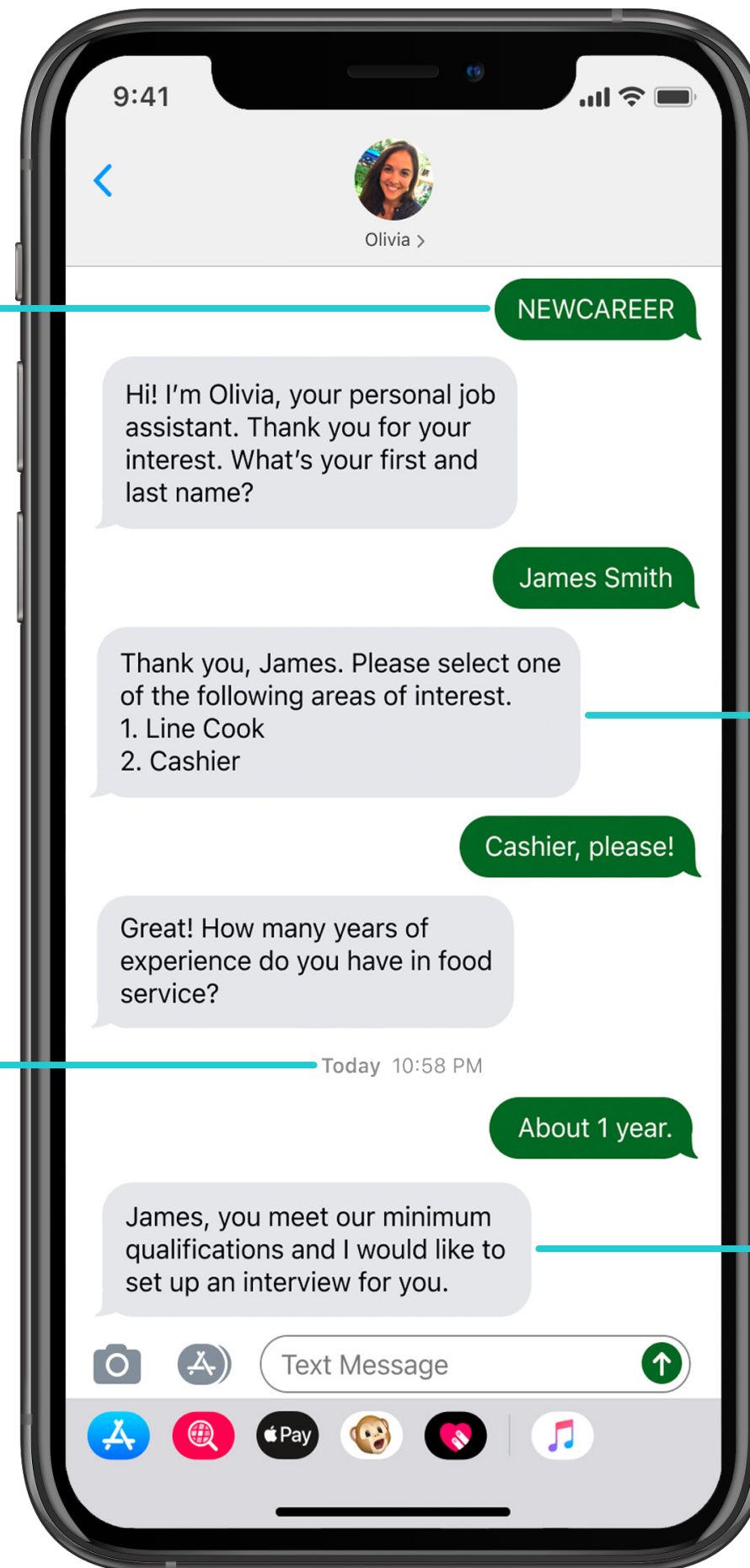# Generate more applications **2**

by turning them into a conversation

Utilize text to apply.

Text to apply creates candidate experiences that are quick, easy, and fit in seamlessly with modern lifestyles.

1

NEWCAREER

Hi! I'm Olivia, your personal job assistant. Thank you for your interest. What's your first and last name?

James Smith

Thank you, James. Please select one of the following areas of interest.
1. Line Cook
2. Cashier

2

Simplify.

Remove logins, passwords, and forms — every additional step in your application is a chance to lose a candidate.

Cashier, please!

Great! How many years of experience do you have in food service?

Today 10:58 PM

Respond to everything, 24/7.

3

52% of job seekers say lack of employer response is their biggest frustration. Conversational assistants completely eliminate this.

About 1 year.

James, you meet our minimum qualifications and I would like to set up an interview for you.

4

Get to scheduling faster.

Most candidates apply for at least three jobs at once. The company who moves fastest wins.

Olivia ›

Text Message

U.S. XPRESS

You can either choose to accept your problems as reality, or you can find a new way to do things. [With a conversational assistant], we're reducing friction and radically simplifying hiring, not just for drivers but for our own team, too. The AI assistant can automatically identify open jobs and find positions that fit the candidate's needs, not the other way around.

Jacob Kramer
VP of Talent Acquisition, U.S. Xpress

99.5%
of candidates rate the conversational application experience positively

3

Reduce no-show rates

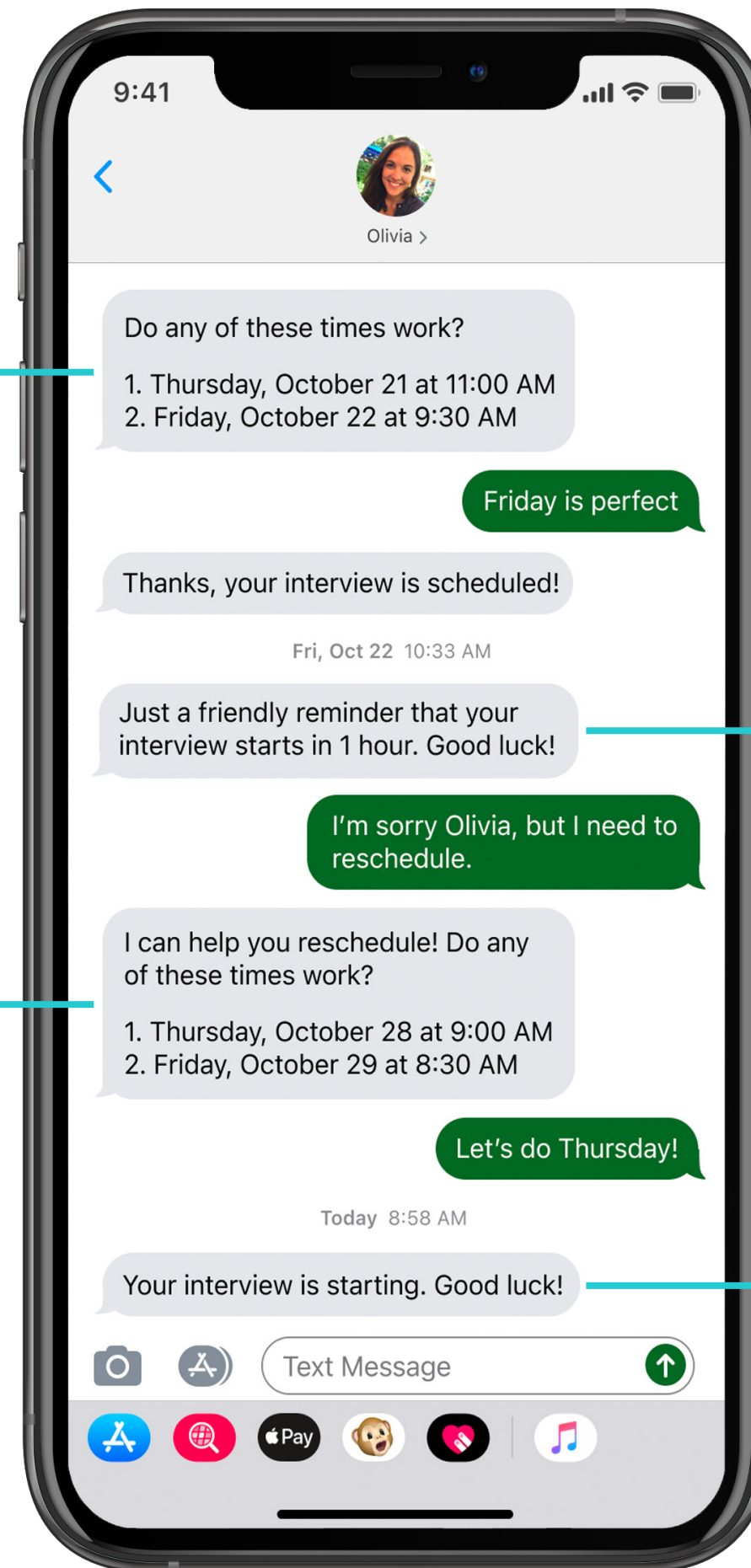**by removing inboxes and voicemails from the equation.**

Never schedule another interview.

Conversational assistants bridge the gap in scheduling — they sync with your calendar and automatically send candidates best available times.

Or play phone tag.

Navigating inboxes and voicemails turns into wasted time and frustration. Don't complicate, automate.

1

3

2 **Or send reminders.**

Conversational assistants can also text interview reminders, so important info never gets lost in the shuffle.

4 **Or worry about no-shows.**

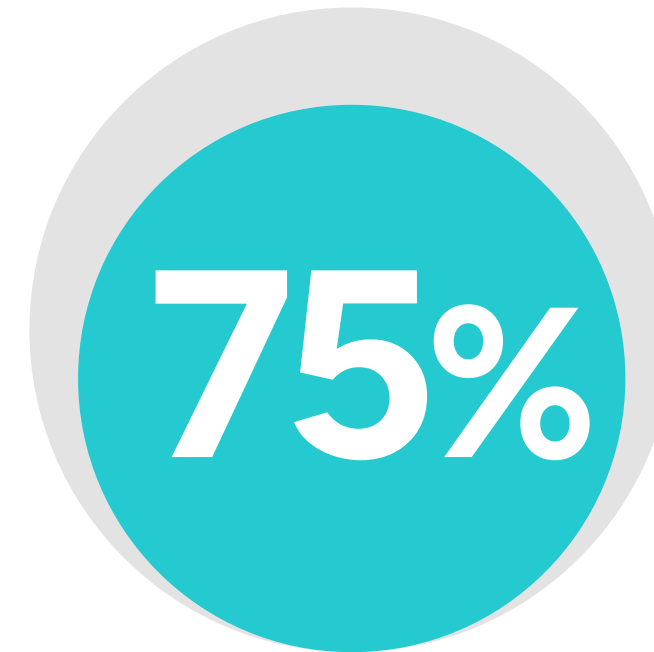Mobile, automated scheduling can improve interview show rates up to 90%

Sending emails and leaving voicemails just wasn't working. Candidates want to engage when it's convenient for them, not just when we're in the office for the process to start. [Our conversational assistant] being available 24/7 and enabling candidates to apply or ask questions right from their phone has really changed how and who we hire. It's incredible — not just for candidates, but for our team, too. The burden she's taken off our shoulders is huge.

Rachel O'Connell
VP of Talent, Great Wolf Lodge

75%

show rate for interviews scheduled through conversational assistant

Decrease time to hire

by automating (and simplifying) *everything.*
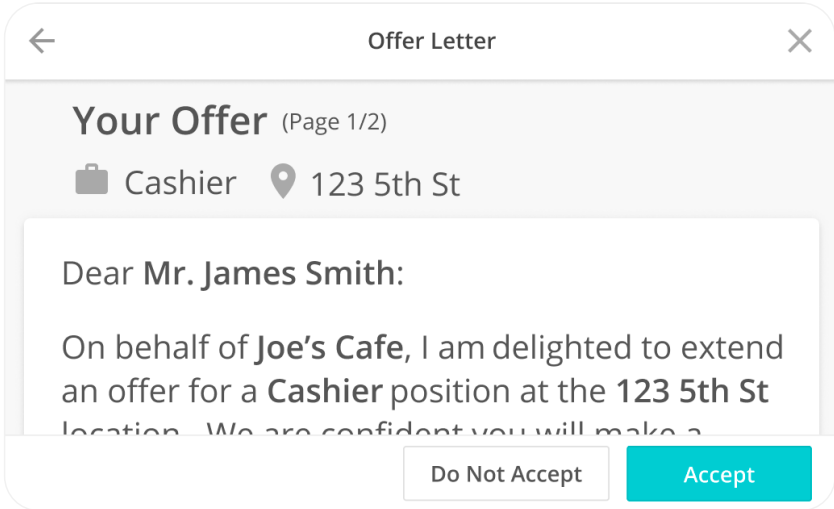
4

Eliminate communication gaps.

1

On average it takes 24 days to hire a new employee, and most of that time is lost because of delayed responses that are easily solvable.

And onboard with a few more.

3

Forms are tedious and outdated. New hire materials can be automatically messaged and completed on a mobile device.

9:41

Olivia ›

Hi James! We're excited to make you an offer for this position! View your offer at https://olivia.paradox.ai/w5gT

Yesterday 10:33 AM

Hi James! We're excited to move you forward in our process! Please complete your onboarding at https://olivia.paradox.ai/o89hjw

Thanks Olivia!

My pleasure :)

Today 8:00 AM

Good luck on your first day! Let me know how else I can assist you.

You're the best Olivia!

Text Message

2

Accept offers with a button click.

Offer Letter

Your Offer (Page 1/2)

Cashier   123 5th St

Dear **Mr. James Smith**:

On behalf of **Joe's Cafe**, I am delighted to extend an offer for a **Cashier** position at the **123 5th St** location. We are confident you will make a

Do Not Accept   Accept

A conversational assistant can send out offers instantly, and candidates can accept with one click.

4

Stick to the basics.

By streamlining the hiring process and using a conversational assistant, you can reduce time to hire to just a few days.

![Sobeys logo]

We've recently introduced Express Virtual Hiring events and our tagline for attraction is "Meet with us Today. Work with us Tomorrow." It's really simple: Advertise Tuesday through Friday, with interviews booked Wednesday to Friday. Our "no-show" rate has gone from 50% to 10% and we hire right on the spot. Candidates can register at 10 a.m. and interview in the afternoon. Easy, live, and fast! Candidates and our store leaders love it!

48 hr

average time to hire

Joanne Roth

Transformation Lead, Sobeys Corporation

5 # Improve
employee turnover

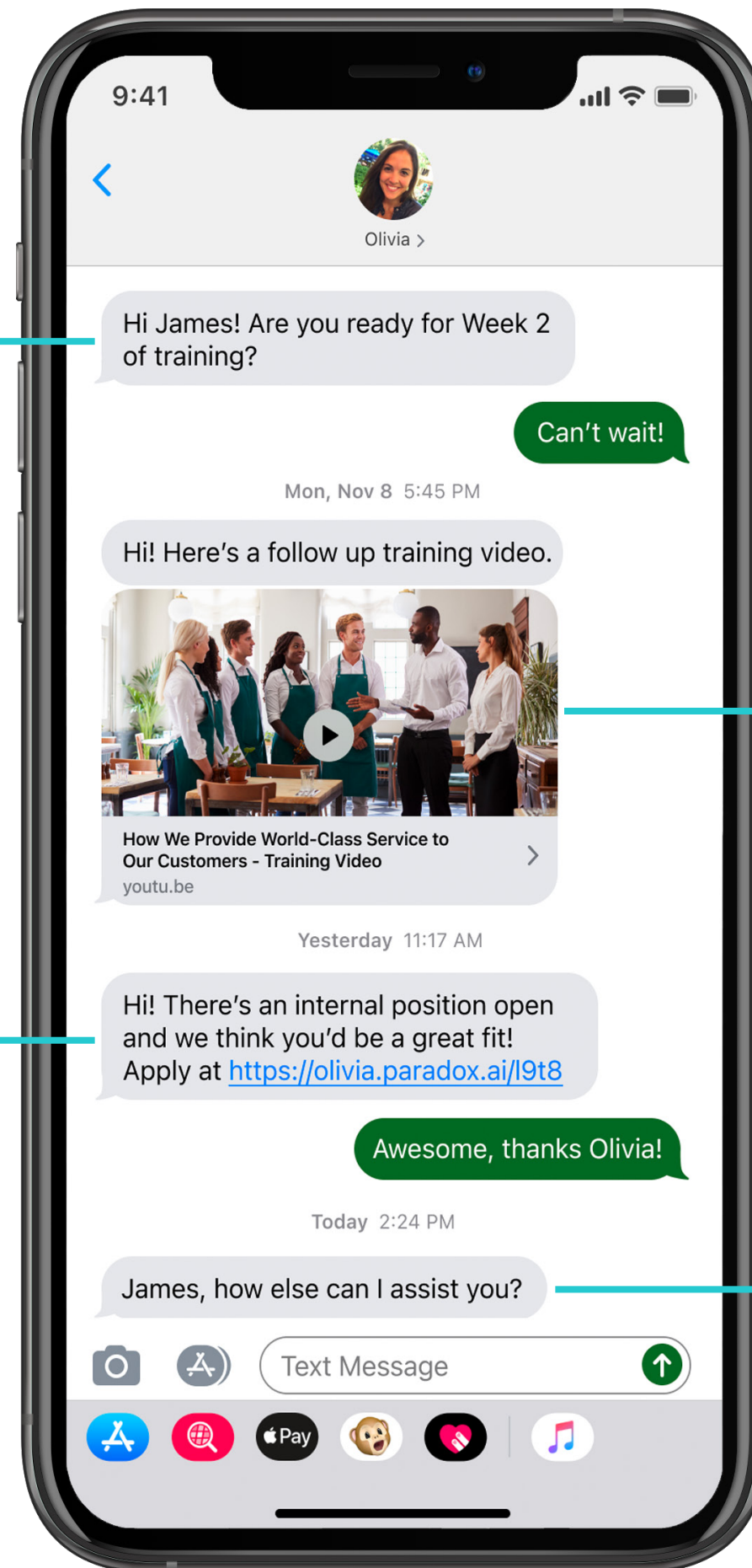**by saving time so people can focus on people.**

Get hours back in your week.

Conversational assistants are saving people like you up to 8 hours every week.

1

Communicate consistently.

Strike the right balance between human connection and digital communication to keep employees engaged.

3

2

Put that time into your people.

Feeling disconnected is a growing pain point for high volume workers; spend the added time back with people, not software.

4

Embrace change (and tech).

70% of Gen Z prefer to communicate via text — and companies have seen up to a 225% reduction in turnover by using conversational assistants to communicate values.

Phone screen content:

9:41

Olivia >

Hi James! Are you ready for Week 2 of training?

Can't wait!

Mon, Nov 8 5:45 PM

Hi! Here's a follow up training video.

How We Provide World-Class Service to Our Customers - Training Video
youtu.be

Yesterday 11:17 AM

Hi! There's an internal position open and we think you'd be a great fit! Apply at https://olivia.paradox.ai/l9t8

Awesome, thanks Olivia!

Today 2:24 PM

James, how else can I assist you?

Text Message

NELBUD

[Our conversational assistant] helps candidates learn our culture and shows we want to communicate with them, which continues once they are hired. Olivia allowed us to redeploy our resources to better support not just candidates, but our employees.

Michael Crafton
CEO, Nelbud Services Group

38%
increase in employee retention using conversational AI

Ready for the next step?

Text ROADMAP to 25000

and say hi to Olivia.

You got this.

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