ASA ExecuVision 2024

Technology Series



Bracing for Change

Strategizing for the Impending Al Revolution

Ashwarya Poddar
Founder & CEO ConverzAl

Impact of AI on Staffing

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Al delivers speed at scale to your process bottlenecks



Candidate Engagement



Candidate Matching



Data Transparency



KPI Impact of Al

Revenue

Topline boost at a higher profit margin

Recruiter Efficiency

Al creates more connections with qualified candidates

Candidate Experiences

Transparent and consistent job screenings

Connection Rates

Meet candidates where they are, when they are there

Time to hire

Accelerate connection, qualification, and placement

Advice for Al Adoption

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Successful adopters of AI have

Leadership

Be open about the vision for technology and celebrate wins

Smooth Operators

Business operations team to address change management

Easy Implementation

New and disruptive technology needs to work quickly

Start Small

Activate forward looking recruiters or branches first

Plan for Scale

Move rapidly to capture Al value across teams



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