zeenna

CUSTOMER STORY

Recruitment | Candidate engagement | Pre-screening

ManpowerGroup lifts candidate reach from 50% to over 87%.



For a staffing business, every unreached candidate is a lost placement. By phone, consultants reached only half of them. With Zeenna running first contact and pre-screening, over 87% are reached and consultants receive complete answers instead of calling each candidate.

Industry	**Recruitment and staffing**	Market	**Czechia**	Headquarters	**USA**
Company size	**26,700**	Branches	**80**		

RESULTS WITH ZEENNA

87%+ of candidates reached, up from 50% by phone

80% of candidates respond within 24 hours

81% lower recruiter labor costs

20%+ saved on job ad costs annually

THE CHALLENGE

Repeated calls, unanswered.

01 Only 50% of candidates were reached by phone, even after 2 to 3 attempts.

02 Each verification call took 8 to 10 minutes, hundreds of recruiter hours a year.

03 Repeated low-conversion job postings drove millions of euros in annual ad spend.

BEFORE AND AFTER

	BEFORE	WITH ZEENNA
First contact	Repeated call attempts	**One invitation, answered in writing**
Reach	50% reached by phone	**Over 87% reached**
Recruiter time	Hundreds of hours a year on calls	**Tens of hours a year**

- Consultants receive complete answers instead of calling each candidate.
- Candidates respond outside office hours, including weekends.
- Every candidate gets the same questions, so answers are consistent and easy to compare.

HOW ZEENNA HELPED

Candidates answer in writing, when it suits them.

1. **Invitation instead of a call**
   Candidates get a link to the pre-screening and answer at any hour.
2. **Complete answers, every time**
   Every candidate answers the same questions, so consultants compare like with like.
3. **Consultants decide**
   The consultant reviews the answers and chooses who to present. Zeenna does not decide.

> **"Boosted candidate reach from 50% to over 87% and saved over 20% on job ad costs annually, all while engaging over 80% of applicants within 24 hours."**
>
> **HR Department**, ManpowerGroup, Czechia

No application left waiting.

AI does the routine. People make the decisions.

Book a demo
zeenna.ai/contact
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