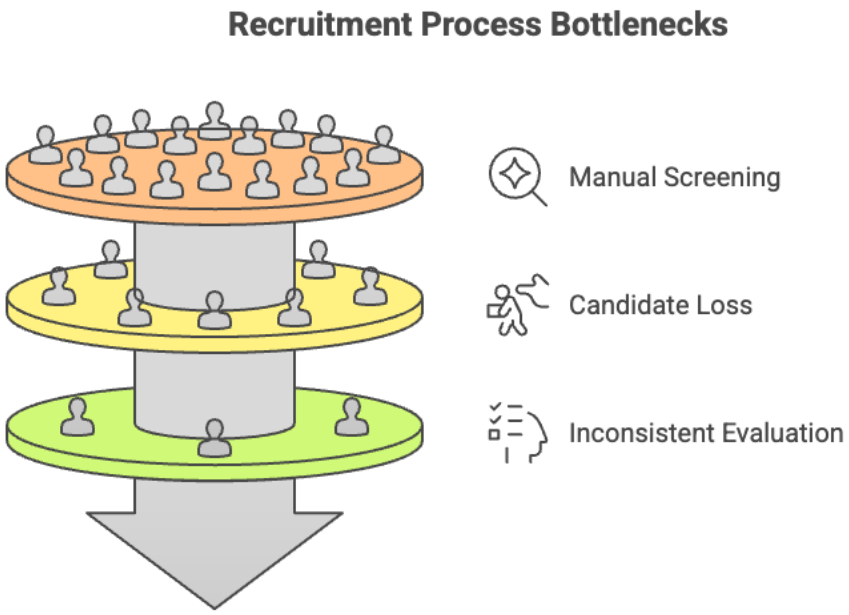
□ Case Study: AI-Powered Applicant Tracking System (ATS) with Smart Screening

□ Client Profile

A nationwide retail chain managing high volumes of applications across retail stores and corporate roles.

□ Business Challenge

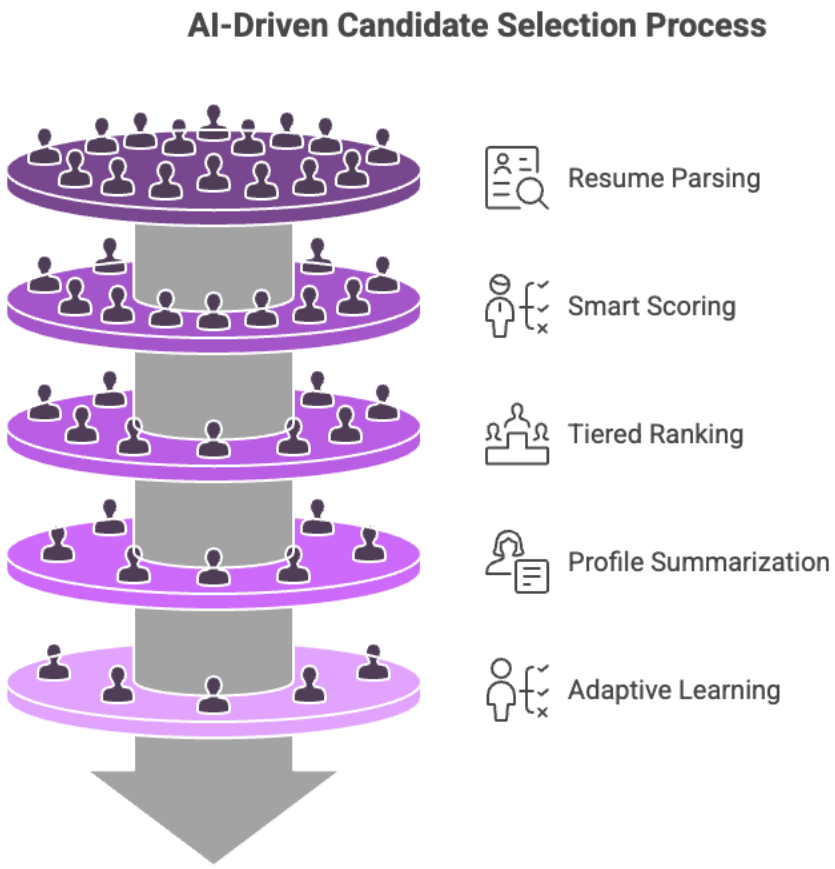


The recruiting team faced significant challenges:

- **Thousands of resumes** per job posting created a backlog and delayed response times.
- **Manual screening** was inconsistent and time-consuming.
- Good candidates were often lost to competitors due to **slow hiring cycles**.
- Lack of standardisation led to **inconsistent evaluation criteria**.

The company sought to enhance its ATS with **AI-driven resume parsing and ranking** to improve speed, consistency, and fairness.

□ Solution Approach



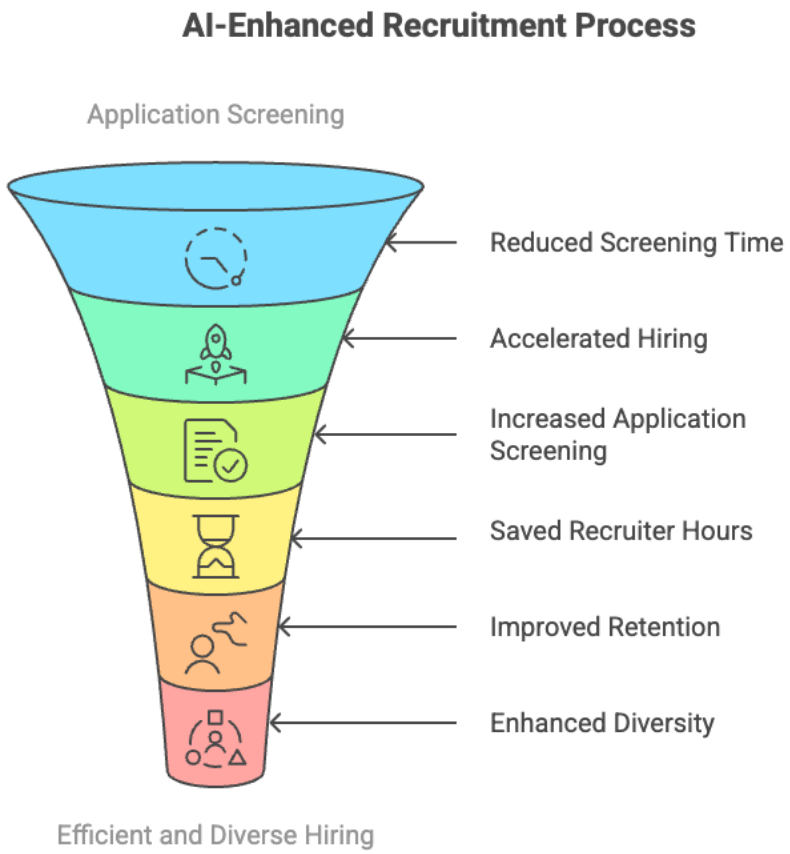
We augmented the existing ATS with an intelligent AI screening module.

Key Features

- **Resume Parsing & NLP Processing:**
  - OCR and NLP were used to parse diverse resume formats into structured data.
  - Resume content was compared against job descriptions using a **transformer-based classifier** and a custom scoring algorithm.
- **Smart Candidate Scoring:**

    - Factors like experience, education, keyword match, and inferred soft skills (e.g., leadership traits) were analysed.
    - An **LLM-powered skills ontology** and keyword match engine ensured precise filtering.
    - Bias controls ensured the exclusion of demographic indicators (e.g., names, gender).
- **Tiered Candidate Ranking:**
    - Candidates are grouped into **Highly Qualified**, **Potential Fit**, and **Under-qualified** using intuitive colour-coded tiers in the ATS.
- **Summarised Profiles:**
    - GPT-4 generated **1-2 sentence summaries** for top candidates (e.g., "5 years retail experience, exceeded sales targets").
- **Adaptive Learning Loop:**
    - The AI improved over time based on recruiter selections and outcomes, refining its scoring logic.

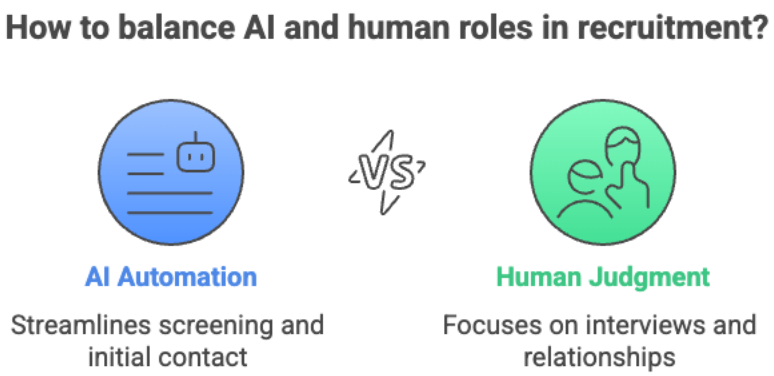
✅Results & Benefits



- **Initial screening time** reduced from **2 weeks to 2 days**.
- **Time-to-fill dropped by 40%**, accelerating hiring and improving offer acceptance rates.
- Over **10,000 applications screened** in 3 months.
- **~300 recruiter hours saved** from manual triage.
- **Retention rate of new hires increased by 15%**, signalling better alignment with role expectations.
- Greater **diversity in shortlists**, surfacing skilled candidates who may have been overlooked manually.

Recruiters reported lower burnout, higher efficiency, and the ability to focus more on candidate engagement and employer branding.

□ User Impact



Initial concerns around AI "replacing" recruiters turned into appreciation:

"It's like having a colleague who instantly reads every resume and tells me where to look first."

- Recruiters remained in control of final decisions.
- Human judgment focused on interviews and relationship-building, not screening grunt work.
- Faster applicant response times improved the overall **candidate experience**.

□ What’s Next

Following success in retail roles, the company is:

- **Scaling the AI screening** company-wide across all departments.
- Extending the system to **internal job postings** to identify talent for promotions.

The upgraded ATS with AI screening proved to be a **strategic enabler** for faster, fairer, and more effective hiring at scale.