Nomination: 6362

Conversational hiring experience to drastically simplify recruiting hourly workers

---

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

AMS

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Conversational hiring experience to drastically simplify recruiting hourly workers

Category

F01 - F70 Solutions, Implementations, and Training Programs or Media > F01 - F48 Solutions & Implementations > F43 - Talent Management Solution - New or New-Version

Solutions & Implementations Submission Format

Written Answers

a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required

April 2020

b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required

Hourly by AMS, born in 2019, launched in the market during April 2020 with the goal of drastically simplifying the hiring of hourly workers through a conversational recruiting experience. Backed by AMS, the global leader in recruitment process outsourcing and talent acquisition consulting services, Hourly is AMS's first self-developed technology platform. The product was designed with an eye towards radically improving the candidate experience for hourly job seekers,

Even though 96% of Americans own a mobile phone, employers still dump excited applicants into legacy systems and processes that aren't manageable on a mobile device. Hourly turns everything from applying to accepting an offer into a single mobile conversation through a combination of automation and conversational AI while providing hiring organizations with real-time analytics.

Technology purpose-built for hiring hourly workers: Hourly is designed specifically to ease the frustration felt by both employers and job seekers when it comes to hiring high volumes of hourly workers efficiently.

A completely conversational experience in a single solution: This is more than just a chatbot or 'bolted on' recruiting point solution to a legacy process, Hourly reimagines the entire hiring workflow into a simple – yet, intelligent – conversation that supports every step from exploring roles to virtual interviews via Zoom and offer acceptance.

Treating candidates like customers: Hourly makes it possible to keep candidates engaged and connected every step of the way, even when they don't get the job.

c. For the nomination of a product or service, outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required

As a start-up, Hourly had to create an entire organization focused on technology - from marketing to sales to customer success, along with product. Not easy for an organization born in 2019, with a product launching April 2020, during the beginning of the pandemic.

Once the marketing engine started cranking, Hourly by AMS started gaining traction with enterprise level customers. Since the launch GAP, King's Hawaiian, Delta, Jimmy John's, and Chick-fil-A, along with organizations have signed on as Hourly by AMS customers. That alone is an achievement in itself for a start-up.

What was even more exciting was the results these organizations experienced by using Hourly by AMS:

83% reduction in recruiting marketing spend, while converting 200% more candidates

Processing of 40% more candidates with 50% fewer recruiting resources.

Hires in 1.8 days vs weeks

Less than 3 minutes (2 minutes, 49 seconds) for candidates to start the application process to ultimately scheduling an interview.

This was so new in the market that one customer began putting this blurb on their job descriptions to not only encourage candidates to apply, but also let them know that their process was fast! "Once you click "apply", you'll be taken to an express lane experience - no resume, no password, no login required. Just answer a few questions and if you're qualified for the job, you pick a time to interview - all within 3 minutes. No need to wait, apply right now, even from your phone - it's that easy."

GAP gave Hourly this reference: "Hourly was quick to deploy. Within a matter of weeks, Hourly was integrated with our ATS and our programmatic vendor and was and up and running. Hourly has produced substantial results for us. Hourly's ability to quickly process and schedule candidates enabled us to exceed our hiring goals by 30%. Our application completion to offer acceptance was just 1.8 days. Additionally, we experienced less ghosting at the interview stage. Hourly also had significant cost reduction impacts for us, delivering an 85% savings on cost per application and a 4 times better click to application completion conversion rate."

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Hourly by AMS launch press release: https://www.weareams.com/news/alexander-mann-solutions-unveils-hourly-by-ams/

Hourly by AMS web page listing client achievements: HourlybyAMS.com

Work Tech Investments: https://larocqueinc.com/h1-global-vc-look-back-and-look-forward/

Startup failure rates: https://review42.com/resources/what-percentage-of-startups-fail/

Competitive landscape of talent tech vendors: https://talenttechlabs.com/talent-technology-digital-ecosystem-bundle/

Chick-Fil-A: Attached Reference

GAP: Attached Reference

Webpage Link

https://www.weareams.com/news/alexander-mann-solutions-unveils-hourly-by-ams/ (https://www.weareams.com/news/alexander-mann-solutions-unveils-hourly-by-ams/)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

HourlybyAMS.com (http://HourlybyAMS.com)

Would you like to add an additional webpage link?

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/15452/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNTQ1MiwiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y...m8bbp1hD0463X8yGes0QccI64rnAQ8N6YHr8k?CFA%20Letter%20of%20Recommendation%20_%20Hourly%20.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/15453/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNTQ1MywiYWxsb3dOb3RaWduZWRVcmwiOiJGYWxzZSIsImlnbm9y...Gap%20reference%20for%20Hourly.pdf)

Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms)

Terms and Conditions

I Agree