

# Hiring in a Mobile-First World

## GoWireless Leads the Way in Transforming How Retailers Hire and Retain Talent



### About GoWireless

**Industry:** Retail  
**Employees:** 2,500+  
**Locations:** 650

**92%**

of Engaged Candidates  
Completed Olivia's Screening

**82%**

of Interviews Scheduled  
within 30 Minutes

**91%**

Interview Acceptance Rate

"Olivia is our leg up in hiring, we're a better recruiting department because of her."

**Derek Braun**  
Staffing and Recruiting Manager, GoWireless

GoWireless, an Authorized Wireless Retailer, offers technology and services that include mobile devices and mobile internet. Due to a changing labor market and a highly competitive industry, keeping their 650 stores fully staffed is no easy task. These dynamics coupled with a reactive job posting process and delays in outreach to candidates, resulted in thousands of dollars lost in recruitment marketing spend and countless hours of hiring manager's time wasted.

Staffing and Recruiting Manager, Derek Braun, recognized these mounting obstacles and how critical it was to overhaul their manual recruiting processes for a more efficient and effective hiring strategy. After careful research, Braun selected Paradox as their technology partner to drive speed and automation into hiring by employing its AI recruiting assistant, Olivia, to work alongside the GoWireless staffing team.

### Automation Boosts Productivity & Reduces Waste

Through a customized outbound approach, Olivia can engage hundreds of new candidates and re-engage past applicants at scale. In addition to capturing candidates, Olivia has sped up the recruiter's ability to schedule phone screenings and video interviews. By proactively connecting with candidates in hours instead of days and keeping them engaged throughout the recruiting process, Olivia helped reduce candidate drop-off. The speed to contact has been instrumental in hiring success and reducing their advertising spend.

According to Braun, "With Olivia, our recruitment marketing spend doesn't go to waste. We can recruit these candidates faster than any of our competitors and no longer lose top talent to slow contact time." Now, recruiting coordinators who each manage 350 applications every week, can schedule top candidates within a matter of hours, instead of days and build a stronger relationship with Field Hiring Managers.

## Captivating Candidates in a Mobile Ecosystem

As a wireless retailer, GoWireless understands the value of implementing a mobile-first recruiting strategy to attract its cellular savvy talent. Braun and his team often found that candidates would not respond to unknown calls, had full voicemail boxes, and rarely responded to emails, but text messaging resonated with millennials that account for a large percentage of their applicants. Olivia sends text reminders to candidates with a scheduled interview, these reminders have drastically lowered missed interviews and save recruiters and hiring managers time and frustration. Reaching this candidate on their mobile device, where they spend a vast majority of their time greatly improved engagement rates and response times, and, in turn, increased conversions with higher-quality candidates.



**"It's not possible to otherwise achieve what we have been able to accomplish at scale without implementing Olivia."**

**Derek Braun**  
Staffing and Recruiting Manager, GoWireless

## Recruiting Results that Translate to the Bottom Line

Braun and the GoWireless team are optimistic about the quality of candidates that Olivia is delivering in their recruiting process. They can confirm that their candidate quality has increased dramatically, which they expect will help them combat one of their biggest staffing challenges, employee turnover. Braun believes Olivia helped to greatly reduce their turnover, which resulted in a large amount of time and money saved in staffing and production efficiencies.

**Ready to meet Olivia?**

Text **GWstory** to **25000**  
or visit [paradox.ai](http://paradox.ai).

**GO WIRELESS**

