UnitedOPS

SMALL BUSINESS CASE STUDY

STAFFING & RECRUITING

Faster intake and routing for recruiting teams

A staffing firm automated résumé tagging and notified recruiters when applicants matched.

REPORTED RESULTS

6x
faster applicant intake

40%
less recruiter workload in the first month

THE CHALLENGE

Applications needed to move through one intake process. Recruiters were reading résumés to identify skills and determine who should receive each candidate.

WHAT CHANGED

Google Forms submissions flowed into Airtable. Python parsed résumé text and applied skill tags based on keywords. Slack notified recruiters in real time when an applicant matched.

OPERATING IMPACT

The same skill-tagging and routing rules applied to every incoming application.

> *"This replaced three internal workflows and made our recruiters way more productive."*
>
> **Brian Davis, Owner, Niche Recruiting**

SYSTEMS USED Google Forms, Airtable, Python, Make, Slack

DISCUSS A WORKFLOW

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