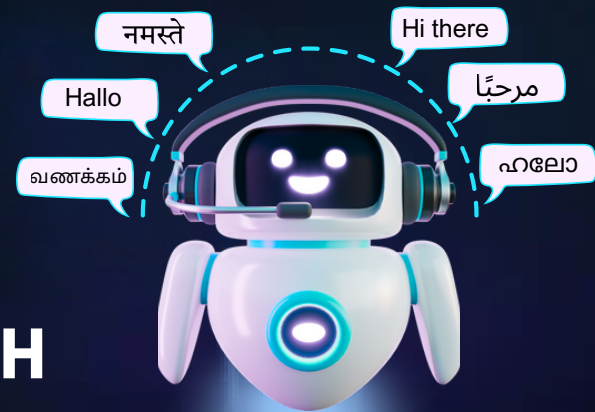


## REVOLUTIONIZING HIGH-VOLUME RECRUITMENT WITH AI VOICE BOT AUTOMATION



### About The Project:

A leading recruitment outsourcing firm managing high-volume hiring for major delivery and logistics brands was struggling to engage over **7 lakh riders each month** with a small calling team. To overcome this challenge, the firm implemented a fully automated AI Voice Bot Solution capable of handling multilingual conversations, large-scale outbound calling, and real-time engagement.

**This case study highlights how Voicebot transformed their recruitment workflow — from manual calling to automated, intelligent outreach — resulting in improved efficiency, increased rider engagement, and faster processing of interested candidates.** With real-time classification of responses, automated follow-ups, and 24x7 calling capability, the organization achieved scalability and consistency without adding manpower.

### OVERVIEW:

A leading recruitment and outsourcing firm specializing in large-scale hiring for India's top delivery and logistics brands including Zepto, Swiggy, Blinkit, Zomato, and Shadowfax — was facing a monumental challenge. The company needed to connect with over 7,00,000 riders every month for recruitment activities, but with only 10 calling executives, manual communication had become a bottleneck to growth.

### THE OBJECTIVE:

To automate and scale the recruitment process to reach and engage over 7,00,000 riders monthly, without increasing headcount or compromising candidate experience

#### Key challenges :

- Managing massive call volumes with limited human resources
- Inconsistent communication across multiple regions and languages
- High operational costs from manual calling
- Delays in follow-ups and engagement tracking

Scaling operations with additional manpower was proving neither feasible nor cost-effective

## THE SOLUTION: MULTI-LANGUAGE AI VOICE BOT DEPLOYMENT

After thorough evaluation, to achieve company goal, \*astTECS proposed an AI Multi-language Voice Bot Solution designed to automate recruitment process & rider communication end-to-end.

### Key highlights of the solution:

- Dedicated voice bots tailored for each brand — Zepto, Swiggy, Shadowfax, Zomato, and Blinkit
- 85 concurrent call handling for massive scalability
- Automatic language detection with five language options — English, Hindi, Kannada, Telugu & Tamil
- Seamless integration with Telecom trunks (85 channels)
- Hosted on a high-performance GPU Server connected through LAN for maximum call quality

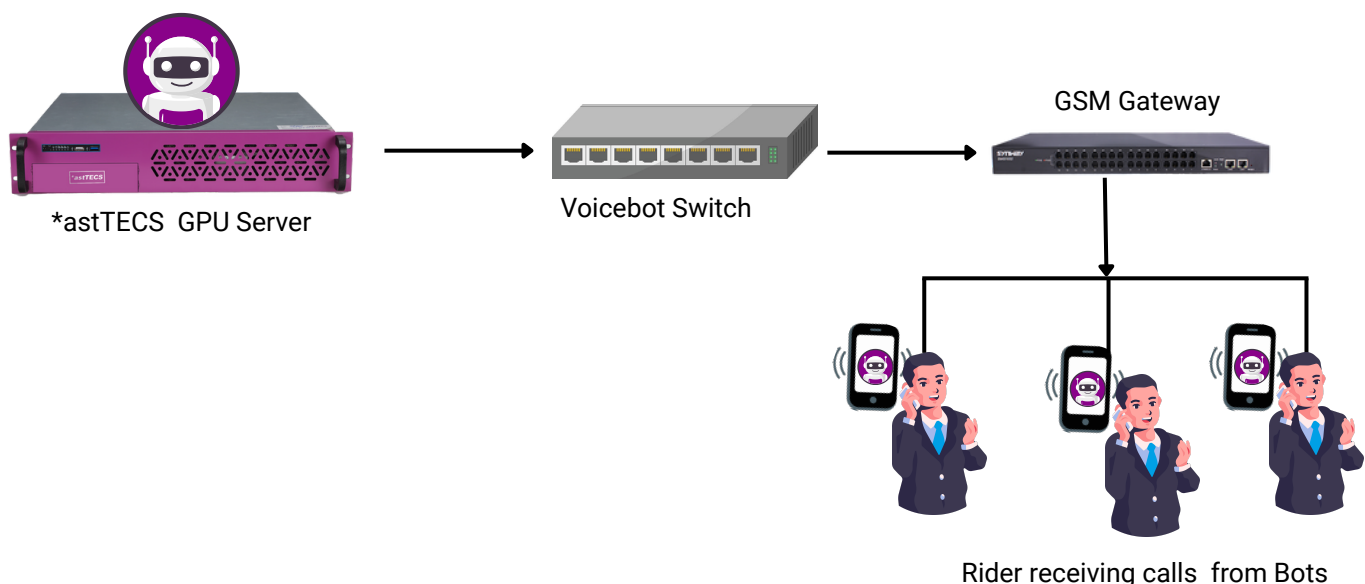
### HOW IT WORKS:

The AI Voice Bot recruitment workflow begins when the operations team uploads an Excel file containing the rider list along with the required audio file to the Voice Bot Portal. Once uploaded, the orchestrator automatically validates the campaign details, ensuring the data, numbers, and audio inputs are accurate. After successful validation, the orchestrator pushes the call tasks into a processing queue, where call workers fetch each task and trigger outbound calls through 85 channels.

As soon as a rider answers the call, the live audio stream is sent to the GPU Server, where the AI Voice Bot handles the conversation in real time, detecting the rider's preferred language and responding accordingly. Each call is intelligently classified with clear outcomes such as Interested, Downloaded (referral code captured), Transfer to a human agent, No Answer, or Not Interested. All results are captured in a central reporting database, while call recordings are securely stored in an object repository for review.

After the campaign concludes, the system automatically filters the list of interested riders and instantly sends them an SMS or WhatsApp link to download the app, ensuring a seamless follow-up and improved conversion rates without any manual effort.

### CONNECTIVITY:



# CASE STUDY

**\*astTECS®**

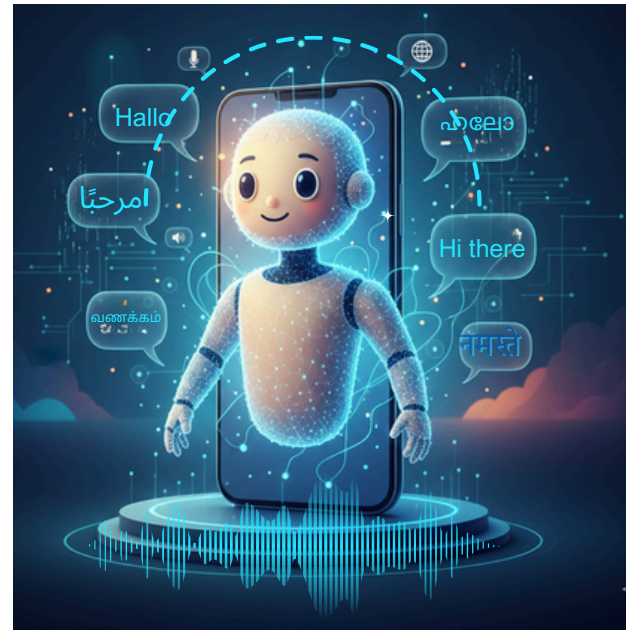
Hi there

## THE IMPACT:

The deployment of AI voice bots transformed the recruitment workflow, making communication faster, smarter, and more efficient.

### Quantifiable Results:

- Outreach expanded from 7,00,000 to 7,80,000 riders per month
- Manual workload reduced by over 80%
- Improved candidate engagement through multilingual interaction
- 24x7 automated communication, ensuring no missed opportunities



## CONCLUSION – EMPOWERING RECRUITMENT TEAMS WITH NEXT-GEN AI TECHNOLOGY

By embracing AI-driven voice automation, the recruitment firm achieved a complete transformation of its high-volume rider hiring process. What was once a resource-intensive, manual, and time-consuming operation evolved into a streamlined, scalable, and intelligent workflow capable of handling massive outreach with precision. The automated system not only surpassed the initial operational goals but also unlocked a new level of efficiency—reducing manual workload, improving follow-up consistency, and ensuring candidates received timely communication in their preferred language.

This project clearly demonstrates the power of intelligent automation in large-scale recruitment environments. It highlights how AI can minimize human dependency, bring down operational costs, eliminate communication gaps, and enable organizations to engage millions of candidates with speed and accuracy. More importantly, it reinforces the ability of advanced voice technology to deliver a superior experience for both candidates and recruitment teams.

This transformation stands as a compelling example of how **\*astTECS AI voice technology** can redefine efficiency, scalability, and performance in modern, high-volume recruitment ecosystems—setting a new benchmark for digital innovation in the industry.



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