

Case Study:

Transformation Story
FROM RESISTANCE
TO ROI



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Client: Horizon Staff Solutions

Industry: Mid-sized recruitment firm (40 employees)

Initial Concern: "We don't want to change — things *mostly* work."

Background

Horizon Staff Solutions had been running their candidate intake, interview scheduling, and onboarding processes manually across a mix of spreadsheets, email threads, and siloed CRMs.

Despite surface-level efficiency, the leadership team frequently heard complaints about dropped balls, late follow-ups, and unnecessary back-and-forth.

However, when presented with the idea of automation, the initial reaction from department leads was clear:

“

“It’s going to be disruptive.”

“

“We’ve tried new systems before. They don’t stick.”

“

“Our recruiters are already overloaded. They don’t have time to learn something new.”



Our Approach

Instead of pushing for full-scale automation, we proposed a **Small-Scope Pilot** focused on one area: automating candidate interview scheduling.

Key Components:

- + Syncing with their ATS to trigger an automation once a candidate passed screening
- + Auto-sending a branded calendar link to book interviews
- + Confirming time and sending internal reminders to recruiters

The pilot ran for 21 days.

Results

After just three weeks, Horizon saw measurable change:

Metric	Before Automation	After Pilot
Avg. Time to Book an Interview	27 hours (avg.)	1.2 hours
No-shows due to missed follow-up	4–6 per week	0–1 per week
Internal admin time (per candidate)	15 min	Under 3 min

But what made the biggest difference wasn't just the numbers — it was the reaction from the team:

“

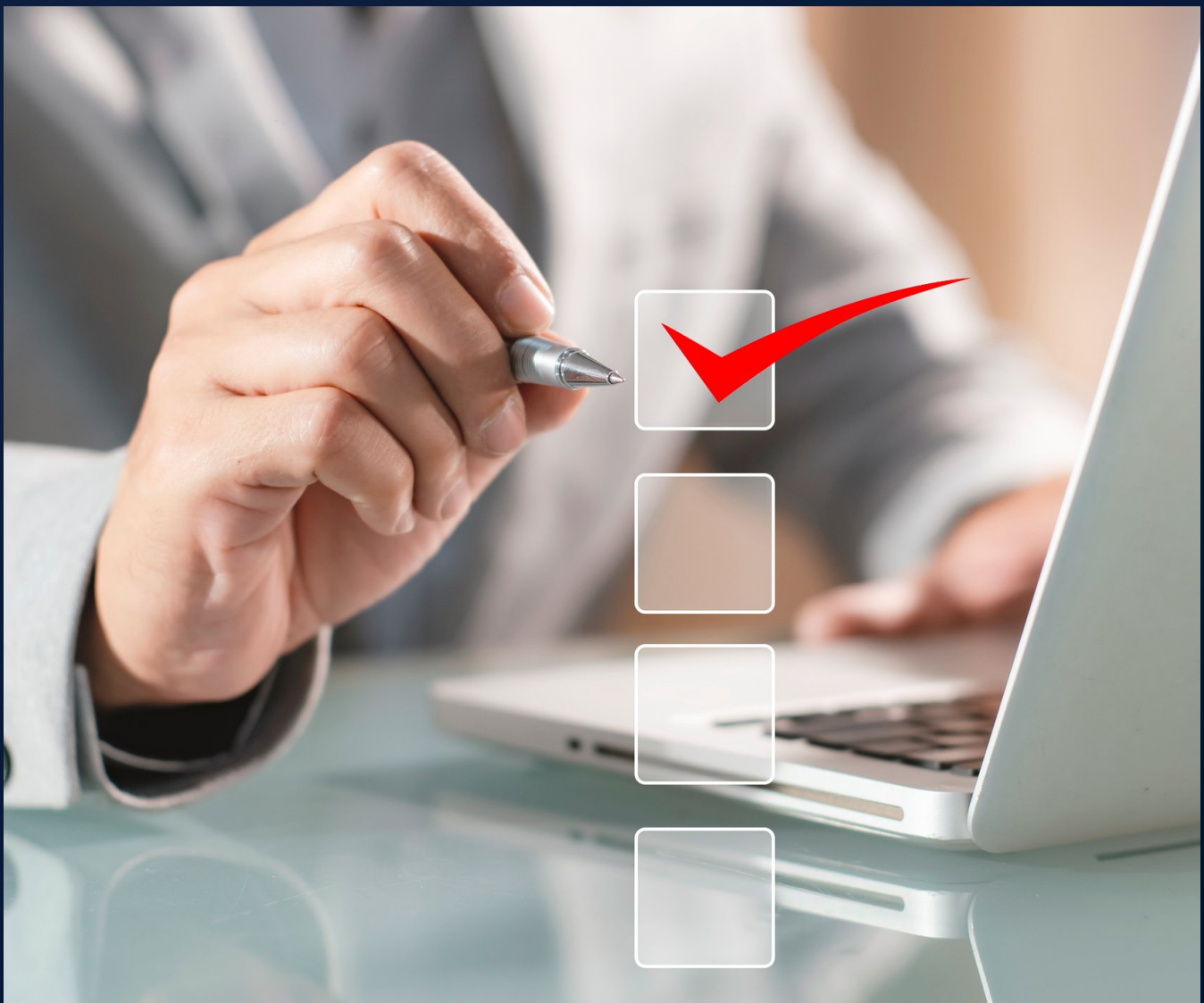
“I didn't think I'd like it... now I don't want to go back.”

— Amanda L., Senior Recruiter

“

“We didn't lose control. If anything, we gained clarity.”

— Marcus T., Ops Lead





What Changed

- + The **culture around change** shifted. Automation was no longer seen as a threat, but as a tool.
- + **Recruiter satisfaction improved**, with less time spent on admin work and more on actual recruiting.
- + The company rolled out Phase 2 automations in onboarding and status updates within 60 days of the pilot.

Takeaway

Horizon Staff Solutions didn't adopt automation because they were tech-forward or excited about change.

They did it because it *worked* — and we made the first step *safe*.

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