AI Automation Workflow Process

For Daniel Tan, CALIBR:E PTE. LTD.
Prepared by Ben, 3NMP PTE. LTD.

The unique problem

How to find a good balance between quality and speed?

Both quality and speed comes with quantity - save for the general roles where employers just want to go through hundreds of candidates fast.

With quantity, we get more candidates in the pool to filter through and qualify, and quality and speed is a by-product.

Solution

The solution we discussed comprises of a 3 part workflow:
System 1 - Resourcing
System 2a - Shortlisting
System 2b - Outreach

The order of systems 2a and 2b are interchangeable, depending on requirement.

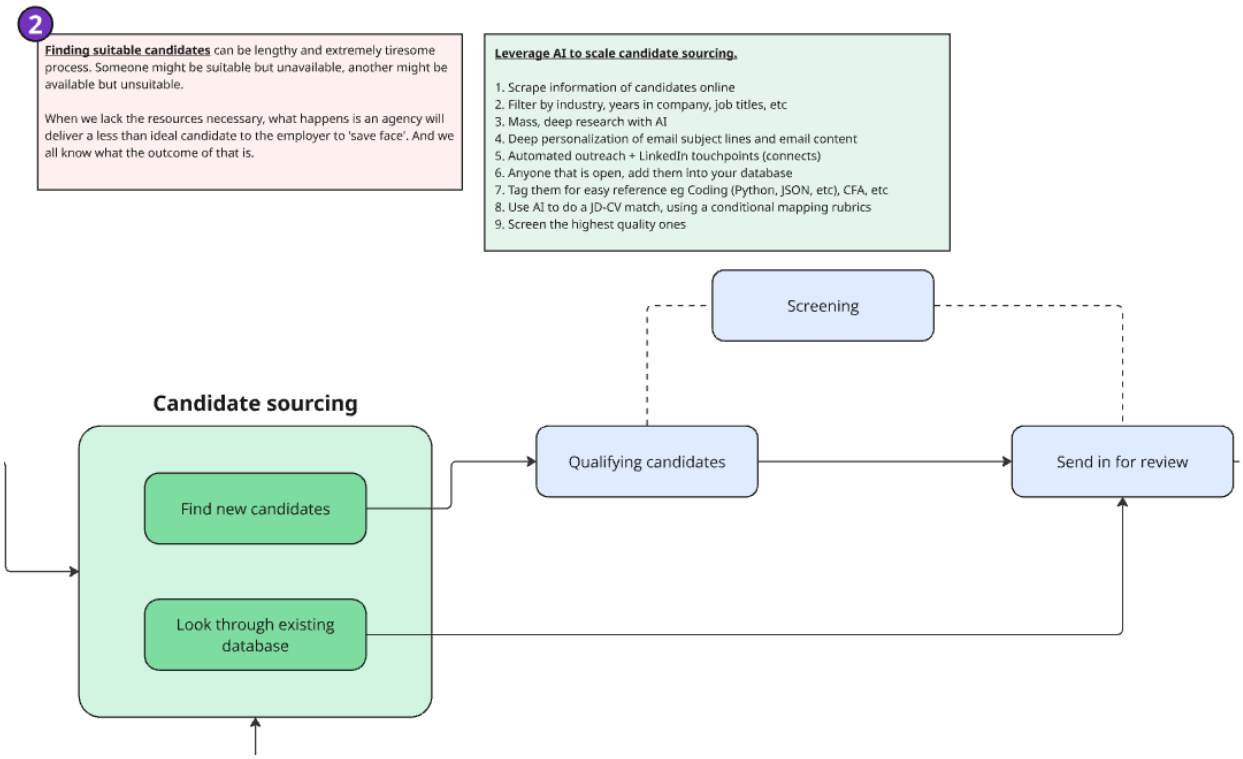
Specifics

Customised systems buildout

- **Module 1 – AI-Powered Resourcing**
    - **Objective:** Automate high-volume candidate sourcing and data extraction.
    - AI Candidate Sourcing & Scraping System: Intelligent identification and aggregation of candidate profiles across multiple platforms.
- **Module 2 – AI Candidate Filtering & Matching**
    - **Objective:** Build a robust, domain-specific candidate evaluation and matching system.
    - AI Conditional Mapping Logic: Automatically align candidate experience and job history to role requirements through recruiter-informed logic.

    - AI Scoring Engine: Evaluate and score candidate CVs using weighted industry-specific criteria.
    - AI Matching System: Rank and prioritize candidates based on composite scoring and role fit.
    - Customization System: Tailor all systems to the specific nuances of each function, including Cargo/Shipping Operations, Risk (Market, Credit), Market Analytics, and Finance (Trade, Accounting, Tax).
- **Module 3 – AI-Driven Candidate Outreach**
    - **Objective:** Enhance recruiter efficiency and personalization at scale.
    - AI Deep Research System: Conduct automated background research on each candidate to surface relevant insights.
    - AI Personalization Engine: Generate tailored outreach messages based on candidate-specific research using prompt-engineered templates.
- AI transformation training: Education the Client on AI best practices, process automations, governence, complete with case study and Client use cases.
- Offer creation support: Assisting the Client to develop role-specific mandates and offers for each JD mandate.
- Output: Full visual process map of the functions to be automated, documenting operational processes and system linkages.
- Documentation library including system SOPs and testing videos.
- Weekly 30-minute strategy & training session to review progress, new processes, and optimizations and Q&A.
- Visual dashboard for progress tracking, including a monthly qualitative report on outreach and candidate interactions.
- Dedicated WhatsApp support group for 24/7 asynchronous communication; Vendor to respond within 12 hours, with primary communication through the Client's designated Point of Contact (POC).

Systems flow



System 1 - Resourcing (Previously *AI Candidate sourcing*)

Finding suitable candidates can be a lengthy and extremely tiresome process. Someone might be suitable but unavailable, another might be available but unsuitable.

When we lack the resources necessary, what happens is an agency will deliver a less than ideal candidate to the employer to 'save face'. And we all know what the outcome of that is.

Leverage AI to scale candidate sourcing.
1. Scrape information of candidates online
2. Filter by industry, years in company, job titles, etc
3. Mass, deep research with AI

System 2a - Shortlisting

With AI resourcing, the volume of leads that pass through Part I of the flow will likely be large. We need the AI to know how to shortlist JDs and CVs - **how to act as an experienced human recruiter to filter longlists to shortlists.**

We will build 2 systems in order to support this function:
1. An encyclopedia of terms that is relevant to the function that we are hiring for

2. A conditional mapping / scoring system to determine relevance and subsequently, fit

System 2b - Outreach (*"Prospecting"*)

Depending on the seniority of the role, this part could be quite critical. We need to ensure that the tone of the outreach is personalized and professional. It needs to adhere to the company's professional tone and speak the vernacular of the industry.

We will build 3 systems to support this function:
1. Prompt engineering for the copywriter
2. Deep personalization of email subject lines and email content
3. Automated outreach + LinkedIn touchpoints (connects)

Investment (SGD)

Time investment. Building a customized AI automation flow to scale outreach volume and deliverability is a company wide operation. Be prepared to dig out processes / be interviewed for multiple sessions on how things work within the company - from admin & ops to sales and marketing.

Extrapolated timeline for the setup:

Week	Main task	Support
0	Warm up email accounts	Info gathering (Company info, Offer creation)
1	Process mapping	
2	Fine tuning	
3	Building the backbone of systems 1 & 2	
4	Build the tone guide	Prompt engineering for the copywriter
5	List building with AI deep research	Fine tuning
6	Shortlist system building	Stress test
7	Clean up the systems	Make the systems flow
8	Live	

Tools
Make.com or equivalent
Apify or equivalent
Clay or equivalent
Typeform or equivalent

Google AIStudio or equivalent
ChatGPT or equivalent

Monetary investment. AI automation development mainly on expertise, systems thinking and growth engine. Developed locally, using AI.

Total: $18,000 over 12 months.

Every month, we add small improvements to your workflows, optimize the costs of your system and tune the systems based on your business' changing needs. Ongoing training and support will be provided to make sure that you are executing the system and workflows correctly.

AI tools tend to get updates every few weeks / months, and we need to ensure that all systems work as intended. AI provides 3-5x the output, 20-40% more efficient, at pretty much less than a quarter of the costs of an additional headcount annualized.