



## How Live Chat Revolutionized the Recruitment Industry

Customer Service &  
Sales through  
**LIVE CHAT**



LiveAdmins  
Since 200**2**

## Recruitment Agency Business Model

A lot of business organizations want to hire military talent. However they often do not know where to start from and how the entire process works.

Orion International works with a wide range of military job seekers, ranging from Veterans seeking immediate career assistance, to Active Duty Service Members who still have several years left before they transition into the civilian workforce.

As military recruitment firm, Orion International needs to make sure that its web presence is of benefit to multiple audiences and would be able to segment traffic and deliver most relevant information desired by the web visitors.

## How Technology Changed Recruitment?

Technology has greatly impacted both employers and employees. Employees actively search for better jobs on a daily basis which has increased employee turnover.

On the contrary, some of the industries like information technology and call centers always face high job switch ratio. One of the major benefits of using information technology for recruitment is that candidates have more transparency about the companies they are applying for.

Similarly, recruiters can know better about candidates' job preferences and accordingly target them to ensure employers' requirements have been adequately fulfilled. Technology has also added the human touch to recruitment business. Social media networks, for example directly hook recruiters and job seekers.

Recruiters now have smart data analyzing tools which make it super easy to skim through large database of resumes to find the right candidates. Even job sites provide access to their databases by charging a fee, allowing access to millions of stored resumes.

## Orion International Before & After Live Chat Support

Orion International is the nation's largest Military Recruiting firm, specializing in careers for junior military officers, non-commissioned officers, and enlisted technicians.

The company's website receives a lot of traffic. Orion International wanted to make sure that the team at LiveAdmins were able to provide assistance to visitors on real time basis instead of requiring that web visitors submit a form and then wait to be guided towards the next step.

LiveAdmins conducted over 25,000 chats for Orion International in 2014, including both Job Seeker and Employer chats.

## **How LiveAdmins Live Chat Support Software Impacted Orion International?**

LiveAdmins Live Chat Support Software is a lot more than just another tool to chat. The first thing which LiveAdmins assisted Orion International was capturing traffic.

Proactive chat software was installed onto the website which ensured customers were greeted upon visiting the site. As a result of this, they were able to connect with dedicated and highly trained chat support executives, creating sales leads and assisting job seekers.

LiveAdmins does not only filter traffic, it also provides chat prompts to Orion International as per their nature of importance and urgency.

Here is a brief overview of the direct benefits delivered by Live Chat support to Orion International.

The agents at LiveAdmins serve as front-line customer service representatives to the website visitors, allowing them to screen and follow-up based on the knowledge obtained from their chat transcript.

By proactively engaging the visitors, the agents at LiveAdmins are able to capture the contact information of Employers, who would not have filled out a contact form, as well as an outline of what the Employer is looking for, providing a warm lead for Orion International's sales team to quickly make a follow-up call.

The agents at LiveAdmins are able to provide site navigational assistance in real-time, adding value and immediate relevance to the visitor's stay on the website.

The LiveAdmins greeters are able to help web visitors get contact information of Orion International employees and answer specific questions about their services, eliminating the need for the job seeker to complete a contact form.

## About LiveAdmins

LiveAdmins LLC is an industry leader in Live Chat service working since 2002. The company has been able to grow its presence beyond borders and across various industries including Auto, Realtors, Law, Education, Healthcare, Home Improvement & Landscaping, Tourism & Hospitality, and Career Services.

The real time online customer support helps our clients increase ROI and offers value-for-money services to their customers.

Some of the businesses which have hired and utilized our services have materialized more than 50% conversion of visitors coming to their website.