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# Our Innovation Journey



Employ a Talent First Mentality

Act with Urgency and Agility

Color Outside the Lines

**We engage with  
talent in their space.**



Kelly's IT Innovation Center has led the way in defining technologies that improve front line productivity and an enriched talent experience including:

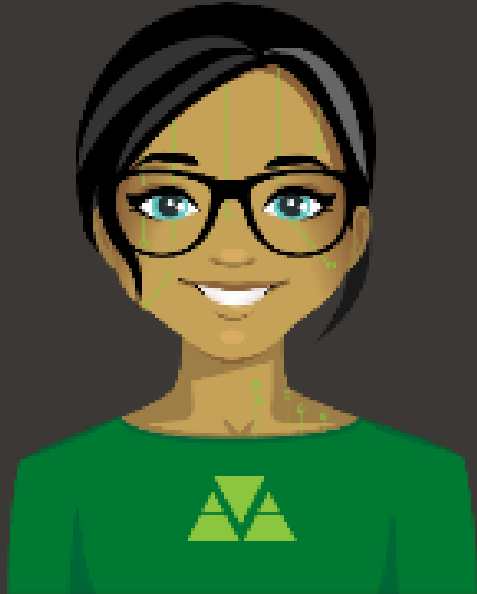
- AI Chatbot Conversational Agents
- Talent Engagement Automation
- Virtual Career Event Technology
- Job Posting Optimization

# Our Innovation Stories

A photograph of three people sitting around a wooden table in a meeting. A woman in the center is smiling broadly while looking at a laptop screen. To her right, a man with glasses is also smiling and looking at the screen. On the left, another person is partially visible, looking at the laptop. The laptop screen displays a website with various images and text. There are also some papers and a glass of water on the table.

- **Kelly's three chatbots (AVA, Kelly & KAI)** engage with more than **1 million users** a year including answering HR and technology questions and conducting job searches for employees, talent and workforce suppliers.
- Our Mya AI Virtual Recruiter chatbot **prescreens and schedules over 200,000 talent a year** giving recruiters extra time to spend with talent and customers and enabling talent the ability to connect with a Kelly recruiter on a 24/7 basis.
- Automated, AI enabled, job status communications to talent applying for a job has **increased talent retention from first submit to start by 25%** and reduced ghosting on both hiring manager interviews and first day starts.

# Kelly's Chatbot Family



I'm AVA, the internal chatbot who can assist with HR and Technology questions. Chat with me on Microsoft Teams and KellyWeb.

***All Things AVA***



I'm Kelly, the external chatbot who can assist with job searches and answer questions relating to Kelly. Chat with me on myKellyjobs career site and Facebook.

***All Things Kelly***

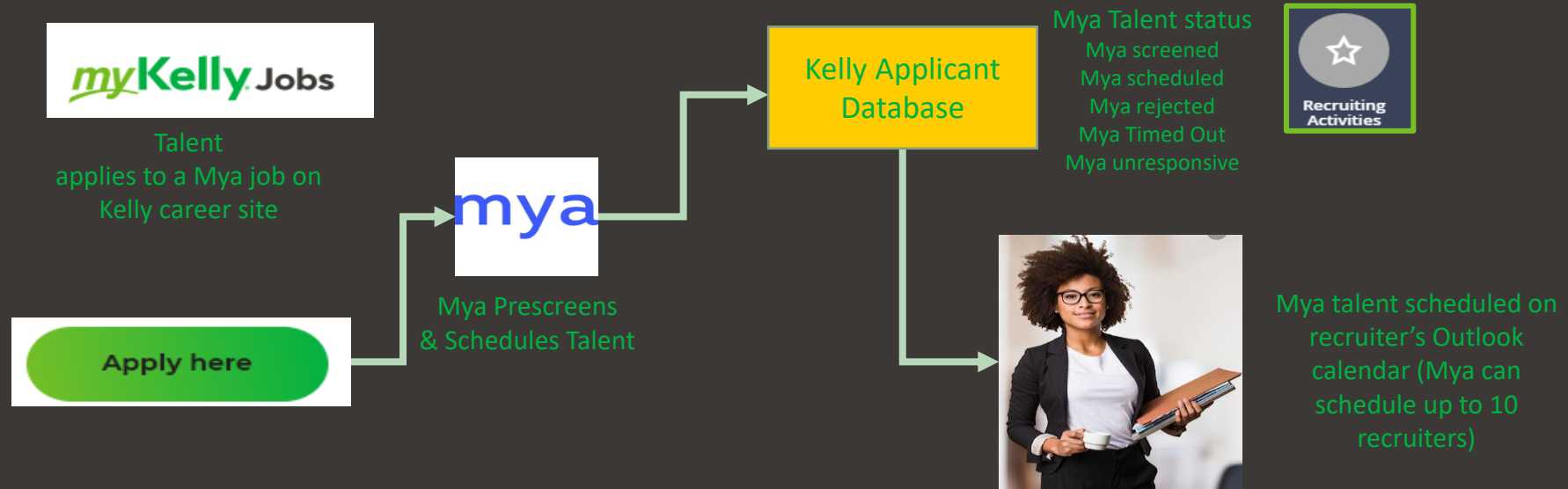


I'm Kai, the external supplier chatbot. Our workforce suppliers can chat with me on the Supplier Portal, Supplier Community Page and Supplier Analytics Portal.

***All Things Kai***

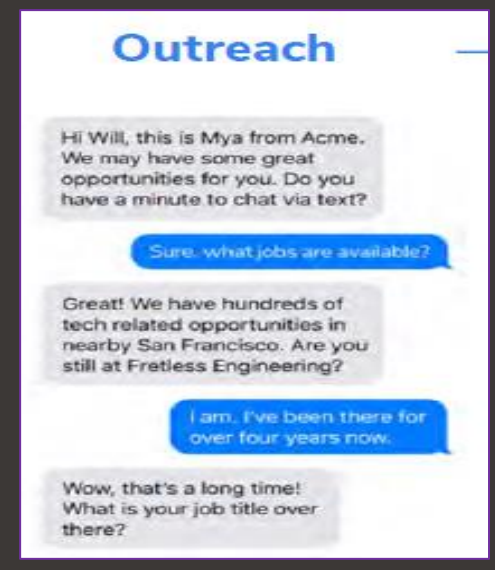
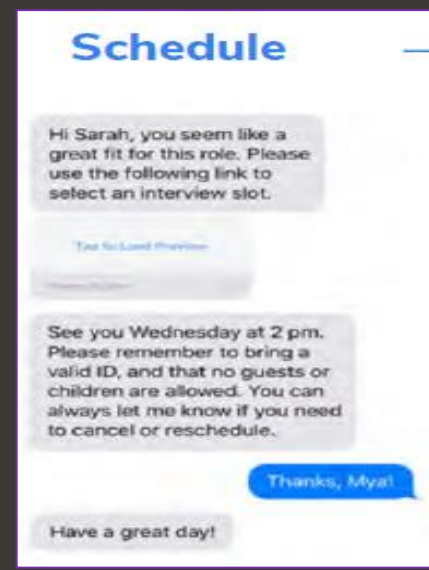
# MYA AI Virtual Recruiter

- Today's talent want **24/7 access** to be pre-screened and scheduled with a recruiter for a **job opportunity**
- Kelly's AI Recruiter "chatbot" **instantly connects** with talent and assist **qualified applicants** in scheduling interviews on recruiter calendars



## KPIs:

- Increase high volume hiring
- Increase weekly submittals
- Improve talent experience
- Improve recruiter productivity



# How did you like your Mya experience?

- *I thought I was talking to a live representative. **I have to give a 5!***
- *As I was sitting here "**talking**" to my new friend, I found it so much easier to answer questions because it genuinely felt as if I was talking to a person! I loved it.*
- *This is probably the **most streamlined system** I've ever experienced while attempting to find a job.*
- *She was very helpful **it's super crazy how far technology has come**. I am definitely blessed and looking forward to this job opportunity.*
- *It was a great conversation as every question and response have been very acute and professional. I truly appreciate having **someone this professionally minded***
- *Mya was very simple and easy to navigate and understand, **makes the process a breeze**.*
- *Mya was great, very personable and straight to the point. **She made me feel I'd actually get a job** with Kelly. I give her 5 stars.*
- *Oh it was a great experience talking to Mya. This is incredible amazing as **she is so understanding***
- *It was a good experience - **Kelly really is on top of things** which is good*
- *This has been a great experience and **I wish more employers would go this route***
- *I would give Mya a 5. **Super simple**.*
- *It was great speaking with Mya, she told me exactly what I needed to hear for the job!*
- *This was a new experience for me chatting about a job opportunity through messaging. **I am very impressed** with this way of communication. I give if a 5!*



**Thank you**

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