Chicago Booth Study: The Measurable Impact of Anna AI on Hiring Outcomes

Overview

In partnership with the University of Chicago Booth School of Business, TP specialized services company PSG Global Solutions participated in a large-scale field study led by Principal Investigator, Dr. Brian Jabarian to evaluate **Anna**, our AI voice recruiter.

Over **70,000 job applicants** across 50 roles in healthcare, IT, and industrial sectors were included in a head-to-head comparison between:

- Human-led interviews

- AI-led interviews

- Candidate choice

Result: Anna outperformed traditional methods across nearly every key hiring metric — improving outcomes, boosting candidate engagement, and increasing operational efficiency in high-volume environments.

Key Outcomes

Better Hiring Results

12% more job offers:

Anna interviews led to a 9.73% offer rate vs. 8.70% from human-led interviews.

18% more job starters:

6.49% of candidates interviewed by Anna started jobs, compared to 5.52% from human-led interviews.

17% higher retention:

One month after starting, Anna-interviewed hires were more likely to still be employed (4.66% vs. 4.03%).

Anna's Interview Quality

✅ **More Structured Interviews**

- Anna covered an average of 7 topics per interview, vs. 6 with human recruiters.

- Median topic coverage was even more telling: 9 for Anna vs. just 5 for humans. This suggests a more consistent and thorough interview process.

✅ **Higher Candidate Engagement**

- Only 19% of AI-led interviews were flagged as disengaged compared to 33% in human-led interviews. Anna kept candidates more focused, responsive, and engaged.

Operational Efficiency

✅ **Time Savings**

- AI interviews reduced scheduling time due to Anna's continuous availability.

- The median time (average time) from profile creation to first contact is significantly shorter with Anna 0.32 days (0.56) than with human recruiters 0.51 (1.93).

- There was a slight increase in total process time due to more thorough reviews. However, overall process quality improved.

✅ **Cost Effectiveness**

- Two cost models (static and dynamic) showed that Anna becomes cost-effective quickly, even in low-income markets.

- Break-even occurred after just 8,500 interviews in lower-cost environments.

- As usage increases, AI performance improves and cost per interview continues to drop.

Candidate Experience

✅ **Candidates Liked Anna**

- Net Promoter Scores (NPS) were comparable or better than human interviews.

- Reports of gender discrimination were nearly half as frequent: 3.3% with Anna vs. 5.98% with human interviews.

- 78% of applicants chose Anna when given the option. This demonstrates growing comfort with AI in the hiring process.

Areas to Improve

1. 21% of candidates expressed some discomfort speaking with AI.

2. 5% experienced technical disruptions.

Recruiter Reactions

- Candidates interviewed by Anna were evaluated more positively by recruiters.

- Human decision-makers placed slightly more weight on standardized assessments than interview performance when reviewing AI-led interviews. This shows a shift toward objectivity.

Strategic Takeaways

✓ **Better Data, Smarter Decisions**

Anna produces more structured, analyzable interview data. This improves hiring insights and supports future predictive models.

✓ **Recruiter Optimization**

Recruiters benefit from continuous training and can focus on higher-value tasks while AI handles initial screening.
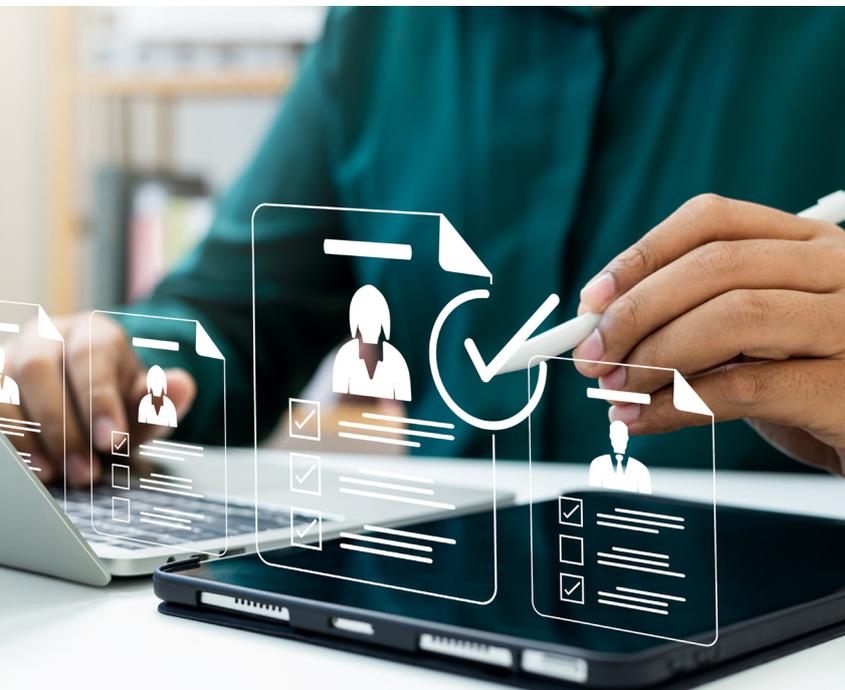
✓ **Global Flexibility**

With continuous availability, Anna supports round-the-clock hiring and helps companies reduce overnight shifts.

✓ **Enhanced Candidate Quality**

More offers, more starts, and higher retention suggest better matching and improved candidate fit.

✓ **AI Positivity is Growing**

As adoption increases, both recruiters and candidates are becoming more optimistic about AI's role in hiring.

Final Word

The research is clear:

Anna AI does not just streamline hiring, it improves it. From efficiency gains to better candidate experiences and stronger hiring outcomes, Anna is helping PSG clients lead the way in modern, data-driven recruitment.

Reference: Jabarian Brian and Luca Henkel, 2025. Voice AI in Firms: A Natural Field Experiment on Automated Job Interviews.