BaseBuild
Coders, On Demand

Case Study: Veteran Hiring & Talent Matchmaking

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Client Overview

The goal here was to deploy smart automation and AI that accelerates veteran-to-career pipelines, increases successful matches, and improves the candidate and employer experience without increasing staff overhead.

Core Use Cases

A. AI Skills-to-Job Translator Tool

- Converts veteran resumes and MOS codes into civilian job keywords and skills
- Matches veterans with companies actively hiring based on aligned responsibilities
- Can suggest job roles a veteran might be a fit for—even if they haven't considered them yet

  "Your logistics experience as a 92Y aligns well with supply chain coordinator and materials manager roles at FedEx and Lockheed Martin."

B. Veteran Onboarding Assistant

- Interactive chatbot that guides new candidates through resume upload, skill tagging, and industry preference capture
- Collects key data for CRM (location, security clearance, availability)

C. Employer Inquiry Bot

Sits on the website and answers live questions from hiring managers:

- "Do you have veterans with Java certifications?"
- "What's your process for candidate screening?"
- Auto-schedules intro calls or demos with sales team

D. Automated Interview Readiness Prep

AI tool that:

- Provides company-specific interview prep (e.g., "What to know before interviewing at Raytheon")
- Summarizes job descriptions and company culture using GPT
- Suggests tailored talking points for each role

E. Candidate Nurturing Sequences

- Email/text automation that checks in at milestones: post-application, post-interview, 30/60/90 day follow-ups
- Personalizes messages using the veteran's role and job history

Tech Stack

- OpenAI + Pinecone for resume parsing + conversation memory
- Airtable or HubSpot CRM to track match status and employer pipelines
- Calendly + Zapier for demo scheduling and lead intake
- Custom chatbot via ChatGPT API on homepage

Benefits & Outcomes

- Translates military experience into real job matches without manual input

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- Cuts employer intake time in half
- Makes every candidate feel supported 24/7
- Boosts veteran placement and retention with smarter prep + follow-up