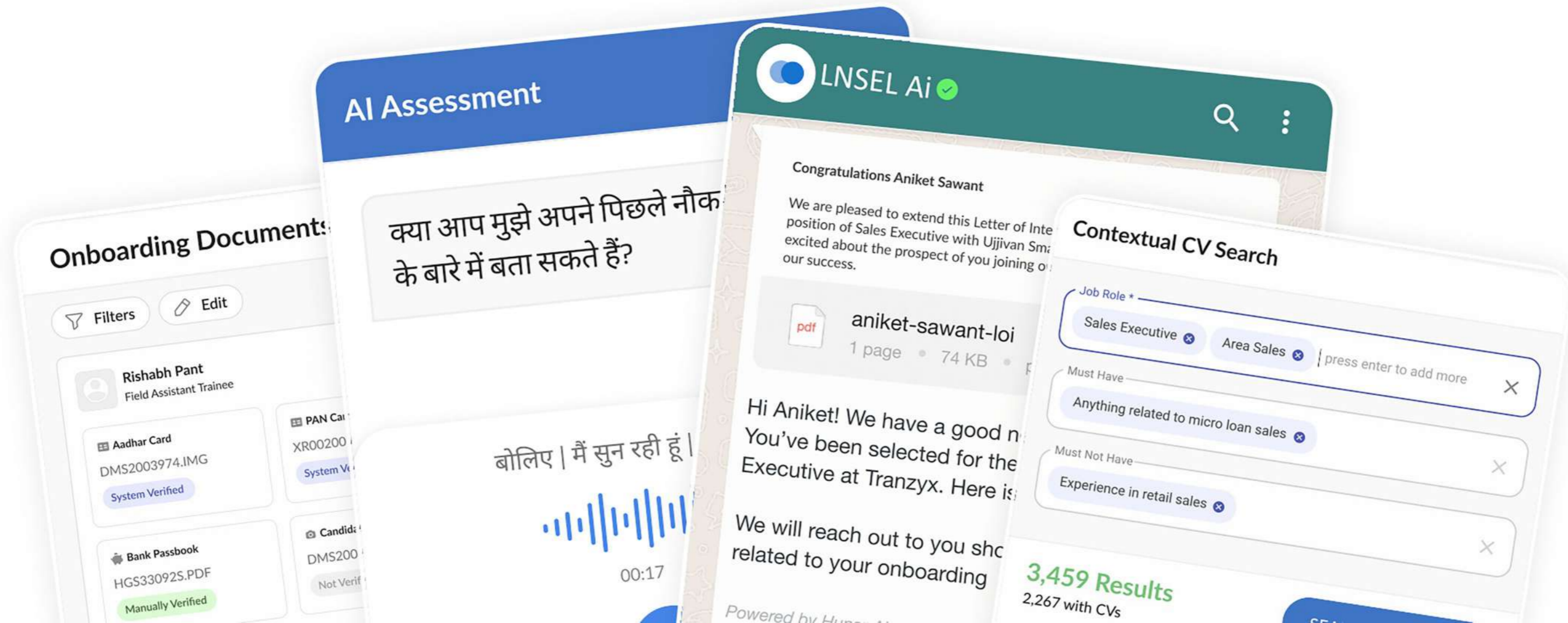


# AI Agents built for predictable, speedy and high-quality frontline recruitment

Making organisations Frontline Ready Using Artificial Intelligence, Smart Workflows & Conversational candidate experience

✦ AI Powered

👤 Human Centric



## PROBLEM

**Most businesses  
that have 80% of  
their workforce in  
frontline**

Face the most common business challenges like

 Losing Market Share

 Lower NPS

 Falling CSAT Scores

 Lower Store Sales

This is because of your frontline workforce

 Quality of Hiring

 Speed Of Hiring

 Lowly Trained Workforce

## PROBLEM

**More over, Increasing Skill Gap and High Attrition Rates in frontline roles make recruitment one hell of a task.**

# The highly distributed nature of your workforce makes frontline recruitment extremely complex!

## Perennial & Unpredictable

High turnover and fluctuating demand make it hard for employers to anticipate hiring needs, leading to urgent recruitment and low-quality hires, which negatively impact operational efficiency and service quality.

## High Volume, Low Engagement

Frontline hiring is high volume because of the low conversion in the recruitment funnel. As the volume increases, maintaining candidate engagement with a large number of applicants becomes a critical challenge. This results in longer & inefficient hiring cycles and higher costs.

## Low Quality Hire

Recruiters struggle to find candidates with the right skills and cultural fit due to rushed processes and inadequate screening. Poor hires result in high turnover, lower productivity, and increased training costs, harming business performance.

We are re-imagine the frontline recruitment by

**1 Solving for Speedy Engagement for a decentralised, high attrition frontline workforce**

**2 Solving for Scale in Assisting Human Agency required for frontline recruitment**

# Engagement using Ubiquitous Communication Channel

## Frontline Space is Highly Decentralized

Frontline teams are spread across multiple locations, making centralised communication difficult

## Ineffectiveness of Traditional Methods

Mobile Apps Limit the adoption due to lack of familiarity or access.  
In-Person Meetings are Time-intensive and impractical for distributed teams.  
Emails will Often be ignored or inaccessible for frontline workers.

## Fast-Paced Environment

High employee turnover and rapid operational changes demand instant communication.



## WhatsApp: The Most Ubiquitous Communication Channel

With over 2 billion users worldwide, WhatsApp is a familiar and accessible platform.

## Automated Real-time engagement

Its seamless connectivity across devices makes it ideal for decentralized frontline teams, and its high engagement rates ensure messages are seen and acted upon more effectively than emails or apps.

## WhatsApp as an Engagement Infrastructure

This Infra is Built for Frontline Needs. With LNSEL's Real-Time & Scalable solutions candidates get Instant updates and recruiters are equipped with high-volume handling.

# Human Agency assisted with AI

## High dependency on Human Intervention

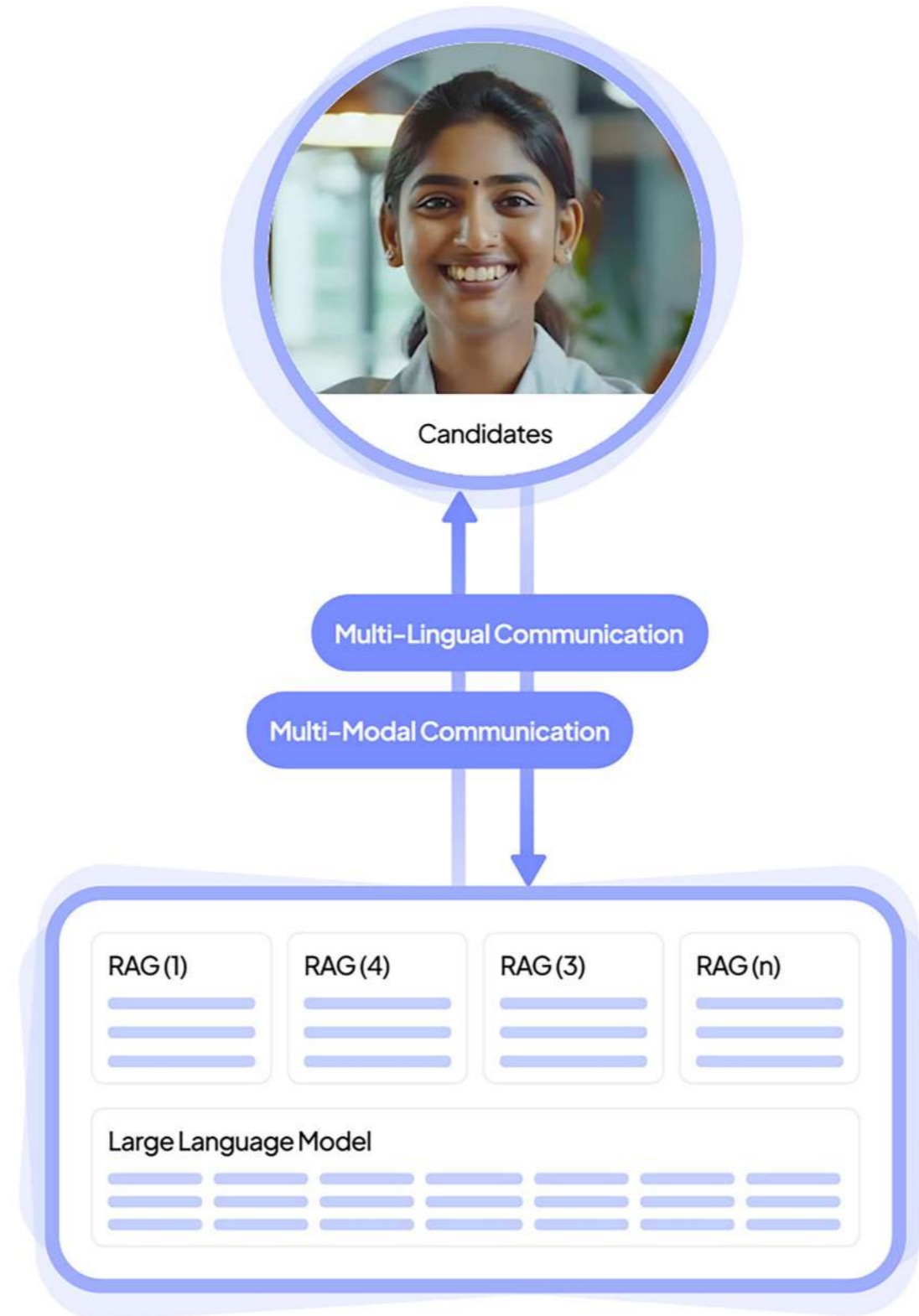
Human Agency is Used for Everything: Quality checks, training, and upskilling rely heavily on human involvement.

## Unscalable & Costly

Human-driven processes are resource-intensive and hard to scale, and is time consuming.

## Possibility of Errors

Involvement of Human resource is inevitably Inconsistent Effectiveness. Performance varies and may not always meet desired standards.



## AI Agency to Assist Human effort

AI enhances efficiency, reduces errors, and saves time by supporting and augmenting human efforts

## Large Language Models + Retrieval-Augmented Generation

Having LLMs as a Base Layer Leverages powerful language models for intelligent automation.

RAG (Retrieval-Augmented Generation) Integrates local context based on company, regions and other factors for contextually relevant outputs.

## Multi-Lingual Capabilities

Enables seamless communication with text-to-speech and speech-to-text functionalities.

SO HOW DO WE SOLVE IT?

## Our 2-way Infrastructure sits on top of your funnels



PLUG IT IN

**LNSEL can fit  
with your  
current HR  
Stack.**



TRUSTED BY





# **BUILDING WORLDS FIRST AI NATIVE OPERATING SYSTEM FOR FRONTLINE WORKFORCE**



## HIRING OS

Sourcing, Screening,  
Assessment,  
Scheduling

---

Complexity 



## ONBOARDING OS

Document Collection,  
Offer Management, Pre-  
Joining Engagement

---

Complexity 



## ENGAGEMENT OS

Training, Activation,  
Performance &  
Retention Engagement

---

Complexity 

# FRONTLINE OS USES CASES

# JOURNEY FROM VOICE MODELS TO REAL WORLD ✨

# From Voice Models to Conversational AI

## Human to Human Conversation



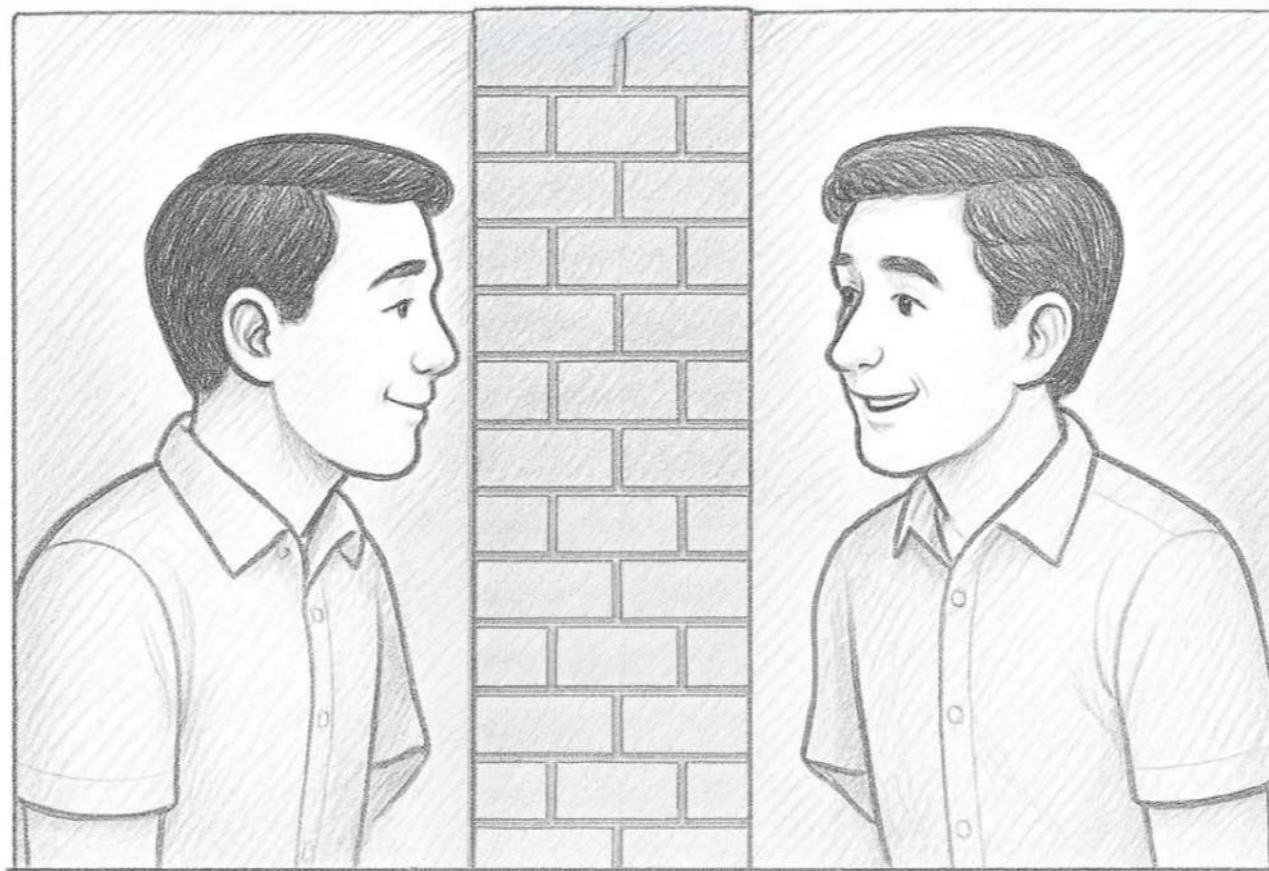
## Human to Human with a wall in bet



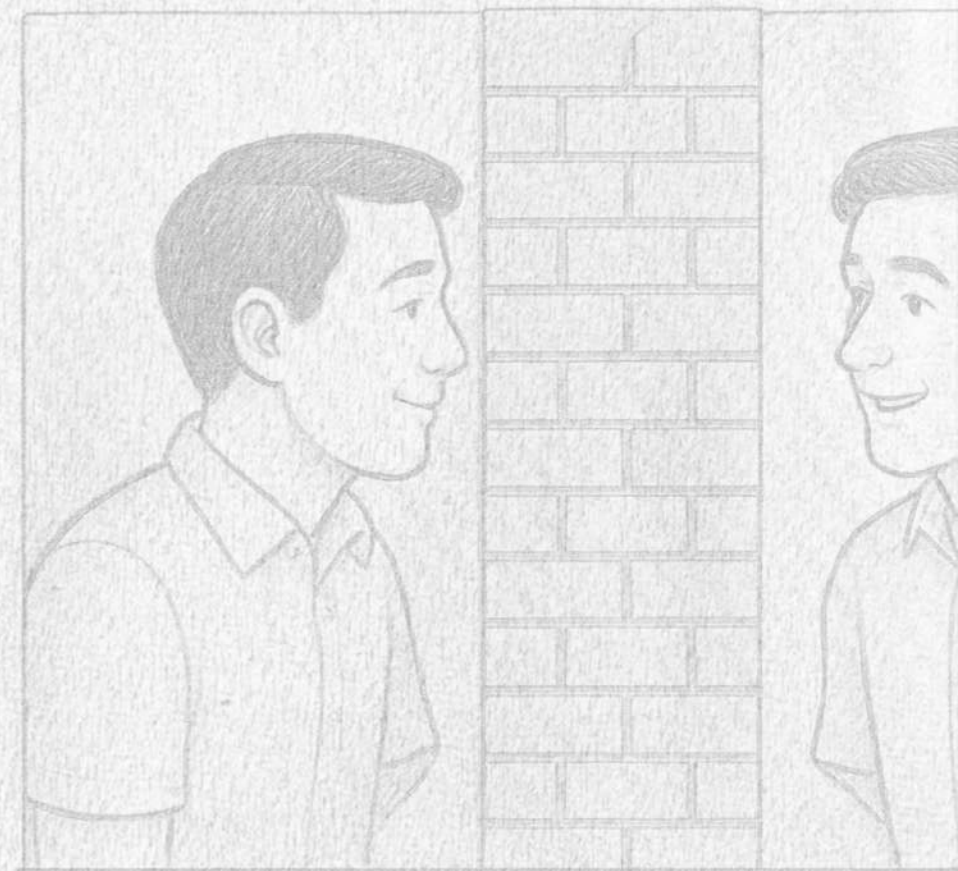
**to Human Conversation**



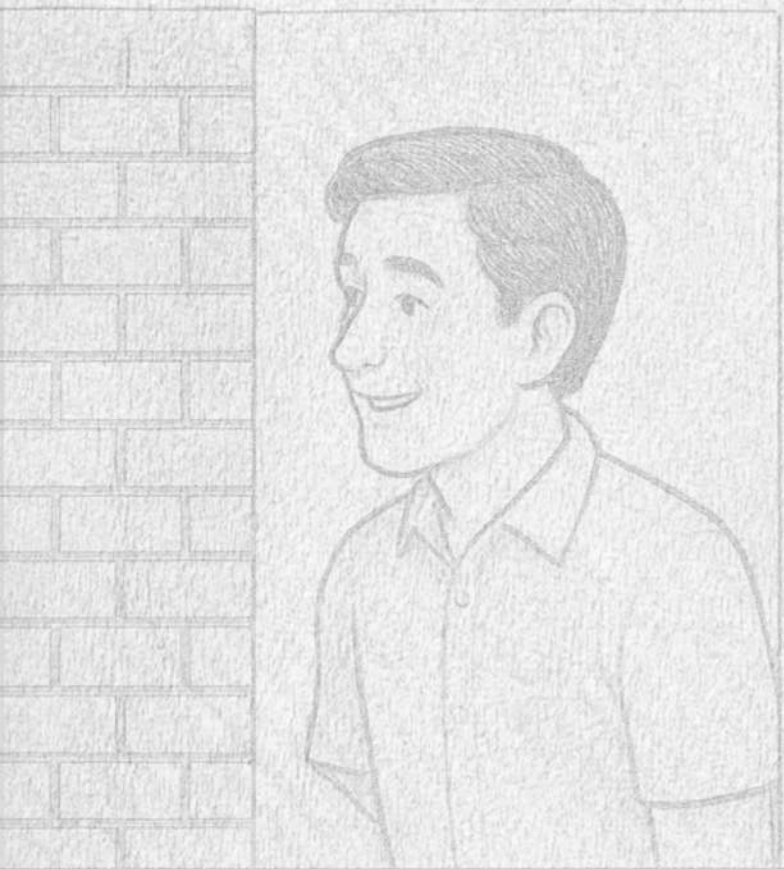
**Human to Human Conversation  
with a wall in between.**



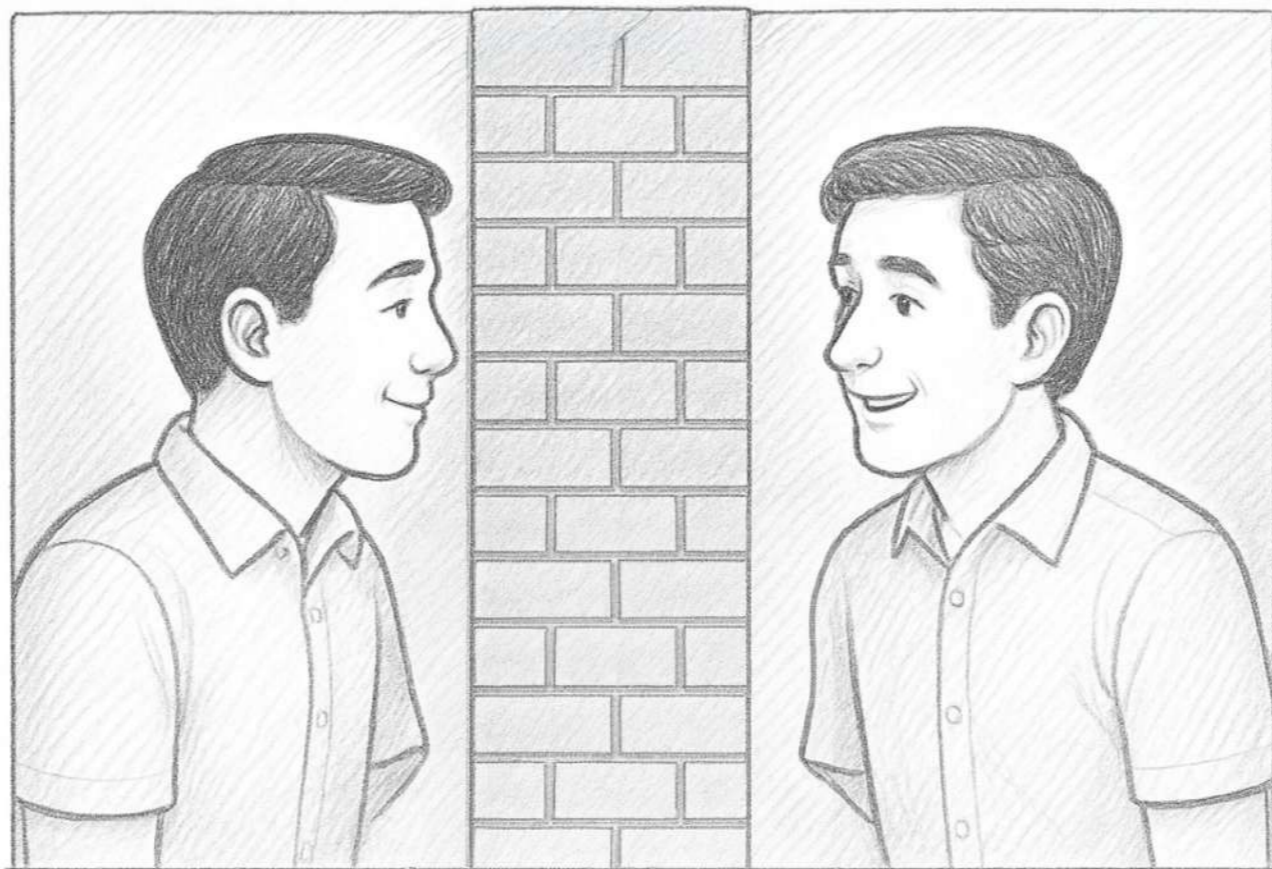
**Humans can still understand the  
even from behind the wall**



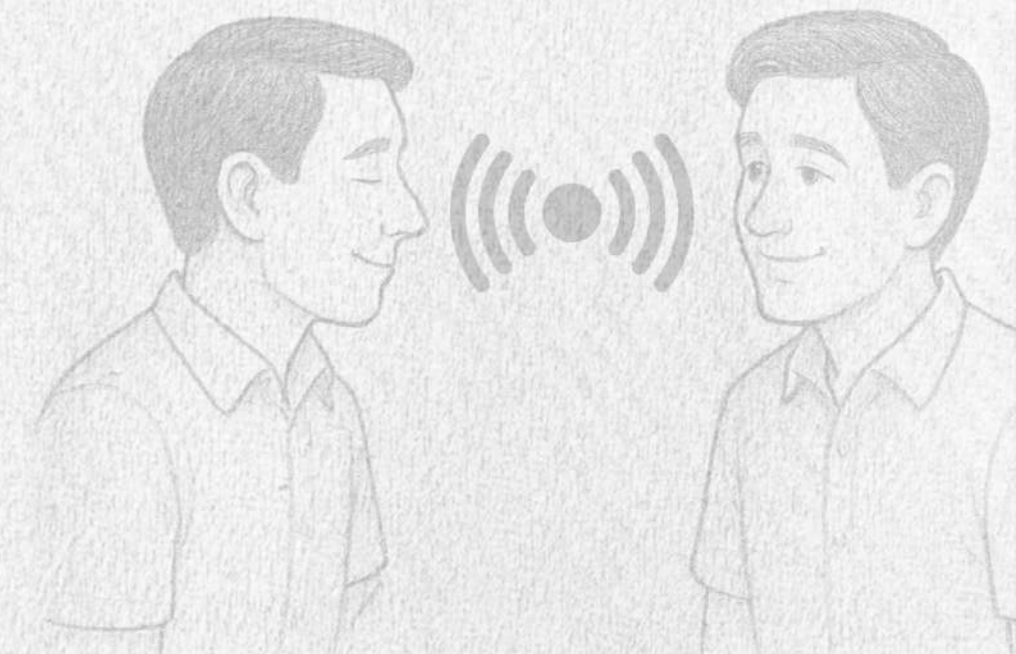
n Conversation  
etween.



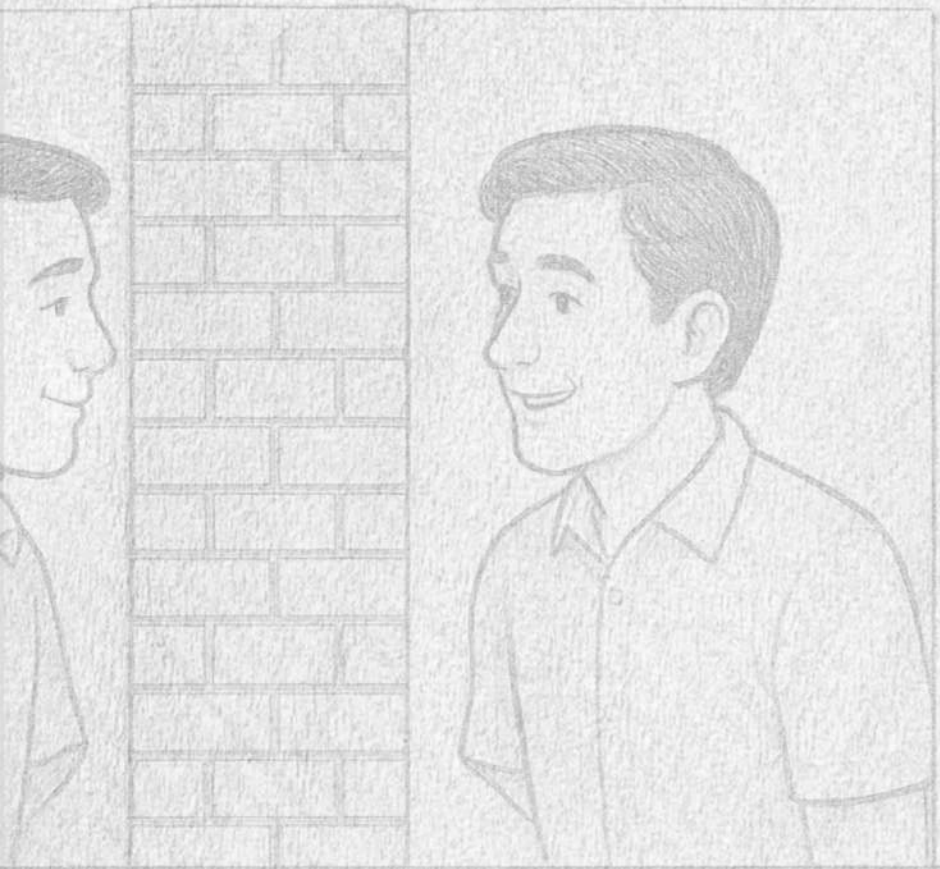
**Humans can still understand the context,  
even from behind the wall**



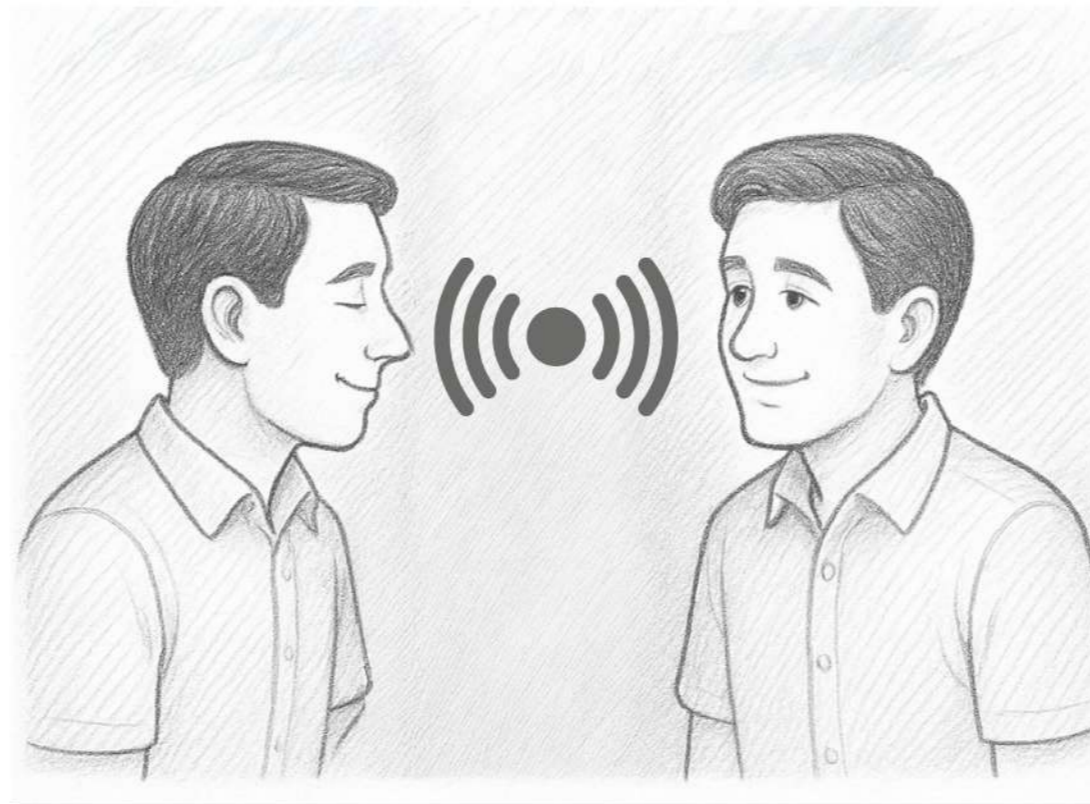
**Replicating this with Voice AI will  
make the experience more  
conversational and engaging**



still understand the context,  
behind the wall



**Replicating this with Voice AI will  
make the experience more  
conversational and engaging**



# COMMON CONVERSATIONAL AI STRATEGIES

Speech to text

---

 Whisper

Text to Text

---

 OpenAI 

Text to Speech

---

**IIElevenLabs**

✓ Best control Over the flow

⚠ Quite Error Prone

⚠ High Latency

# COMMON CONVERSATIONAL AI STRATEGIES

Native Audio Model

---

 Realtime API

Text to Text

---

 OpenAI 

Text to Speech

---

**IIElevenLabs**

✓ Much Better Latency

⚠ Less Control over User Messages

✗ Harder to handle Interruptions

✗ Noise cancellation harder in Native Indian Languages

# COMMON CONVERSATIONAL AI STRATEGIES



Native Audio Model End to End

 OpenAI 



 **Out of the Box Functionality**

 **Inbuilt Interruption handling**

  **Underlying model not 'Intelligent' enough**

  **Latency not worth giving up control**

  **Voice support for Native Indian Languages very limited**

  **Latency not worth giving up control**

# LNSEL'S APPROACH TO CONVERSATIONAL AI



- ✓ Adjust to User's speech patterns
- ✓ Much better Interruption handling
- ✓ Better Noise Cancellation [Even Non-English]
- ✓ **Contextual VAD** [Different from Semantic VAD from OpenAI]
- ✓ Least overlap of Audio resulting in cleaner Post-processing

# LNSEL'S APPROACH TO CONVERSATIONAL AI



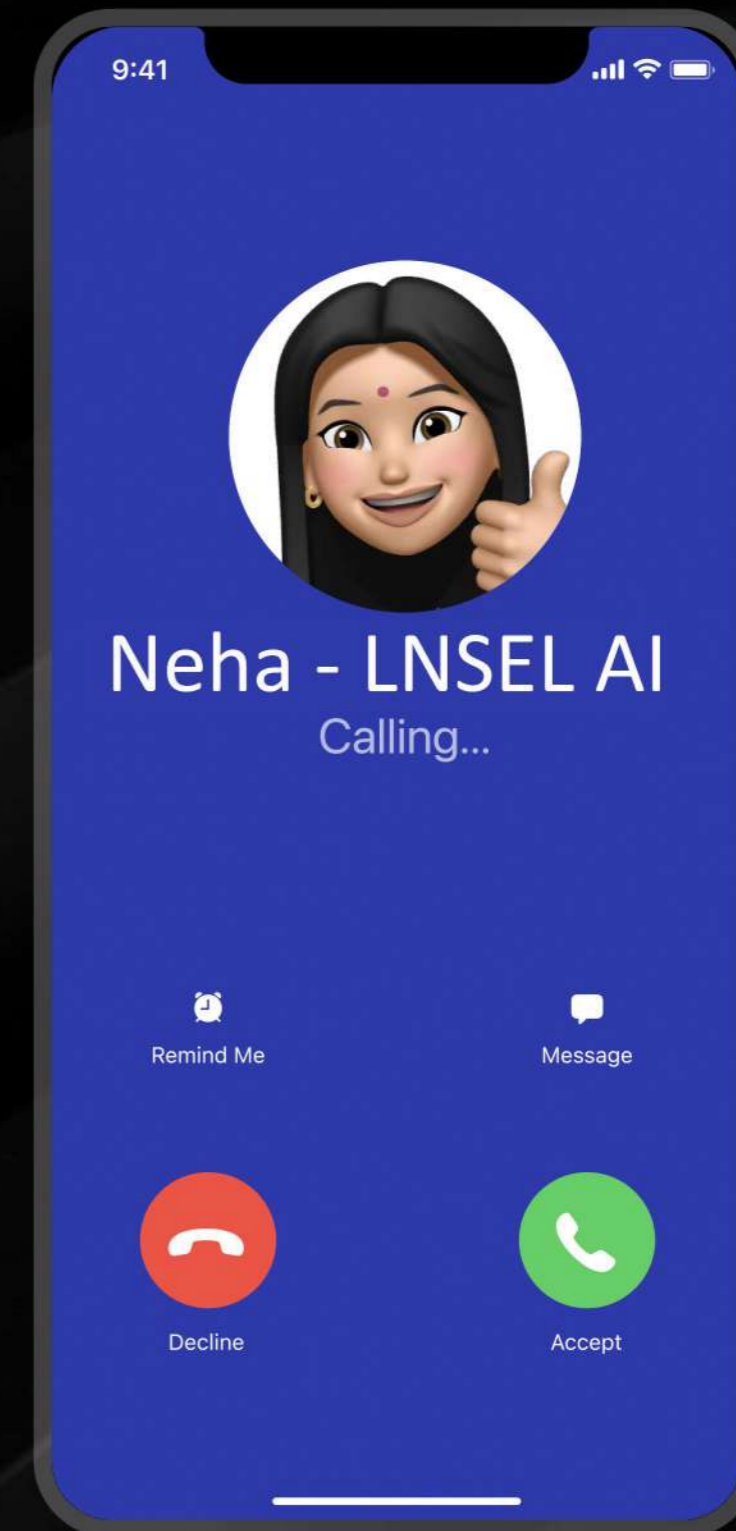
## Post Processing Audio Models

[RECRUITMENT SPECIFIC BUT  
GENERALLY APPLICABLE]

- Decide on Current Funnel Stage
- Decide on Call Conclusion
- Decide on Follow-up Conversation Stage

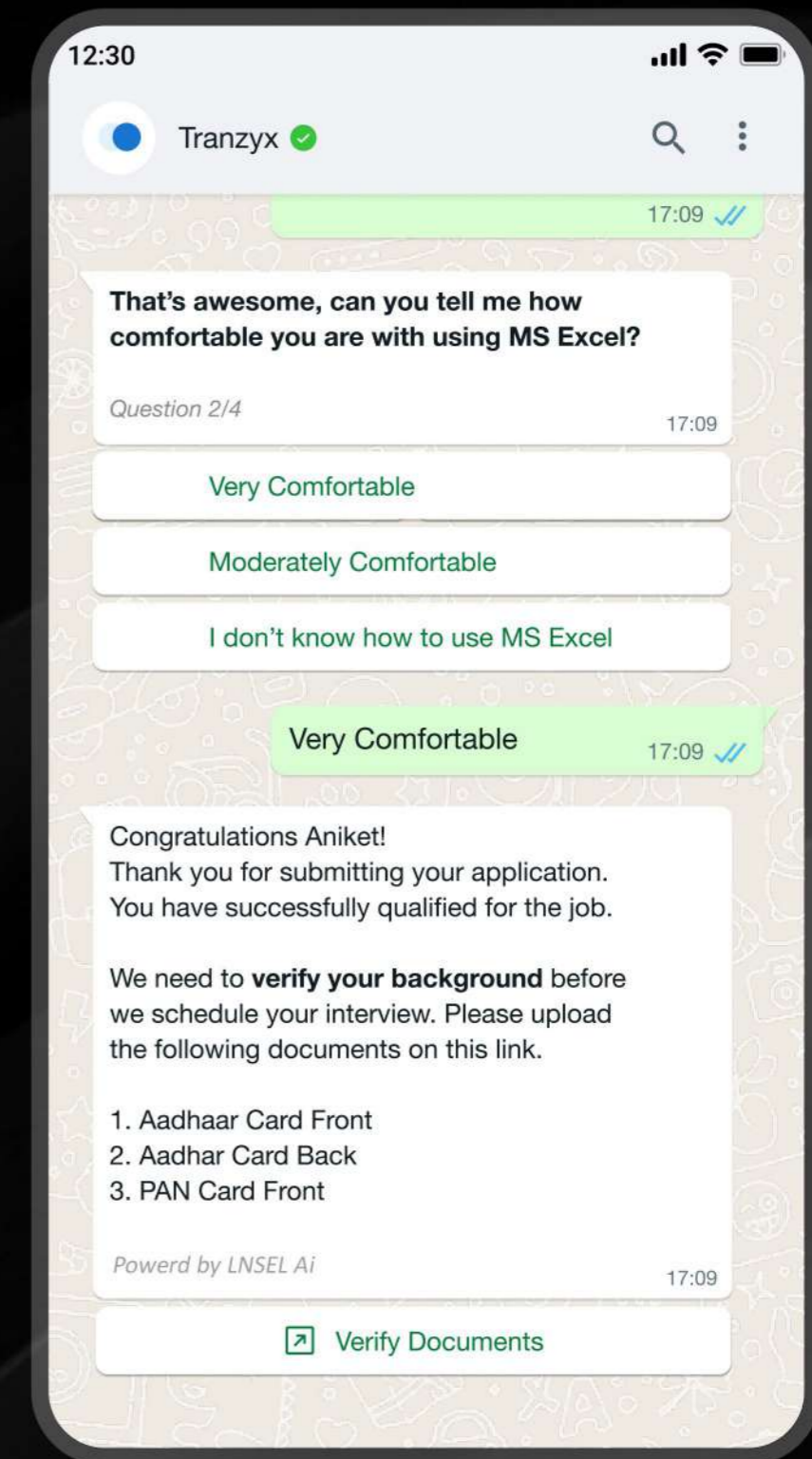
# Vertical Context Matters for Frontline Workforce

- Empathy
- Convincing via sales like conversation
- Multiple Stages of touch point
- Multilingual & Multicultural
- Objection Handling
- Guard-rails for conversation



# Conversational Agents Need something more to Unlock Value

- It's need a communication channel like WhatsApp for nudges, information sharing, document collection or document sharing etc
- It needs a system of record to give instructions to agents and receive updates from agents
- Agents needs to be tightly weaved into a process end to end connecting all the nodes



# HIRING OS

All in One - Sourcing, Screening, Assessing, Scheduling, Interview Management

- Convincing via sales like conversation
- Multiple Stages of touch point
- Multilingual & Multicultural
- Objection Handling
- Guard-rails for conversation

The screenshot displays the 'Sales Executive' recruitment dashboard. At the top, there are navigation tabs for 'RESULTS' (320), 'SHORTLIST' (191), 'INTEREST' (78), 'QUALIFY' (26), and 'INTERVIEW' (3). A '+ ADD WALK-IN' button is located in the top right corner. Below the tabs is a table with columns for 'Full name', 'Status', 'Interview Date', 'Turn up Status', 'Interview Status', and 'Final Selection Status'. The table lists four candidates: Kathan Diwan, Aniket Sawant, Supriya Sharma, and Aditya Jain. A modal window is open over the table, showing details for three candidates: Amarjeet (Selected), Ira (Selected), and Shantanu (Pending). The modal also displays the interview location as 'HSR Layour BLR Hub' and the date '12/09/2024' for each candidate. A 'Selection Checklist' link is visible for the selected candidates.

# ONBOARDING OS

Everything you need to onboard your frontline workforce fast and efficiently

- Document collection
- Verification & Validation
- Letter of Intent & Offer Letter Management
- Pre-Joining Engagement - Organisational policy, job role details, byte size content training

12:30

apply.LNSEL .Ai

Powerd by LNSEL Ai

← Sales Executive

Documents Required

Aadhaar Card Front *	UPLOAD
Pan Card Front *	UPLOAD
Driving License Front	UPLOAD
Bank Passbook	UPLOAD
10th Standard Certificate	UPLOAD

NEXT

12:30

Tranzyx

TODAY

Dear Ms. Krishna Khandelwal,

This is an employment contract between the following two parties setting out the terms and

krishna-khandelwal-Offer Letter  
1 page • 74 KB • pdf

Congratulations Krishna! It seems like you're the perfect fit for this role.

We're happy to share with you your joining details and offer letter.

Joining Details  
Date of Joining - **1st October 2024**  
Office Location - **Tranzyx, 2nd Floor, Beehive Workspace, 27th Main, HSR Layout Bangalore**  
Proposed Salary - **4LPA**  
Offered Designation - **Sales Executive**

Happy to help you in case you have any confusion

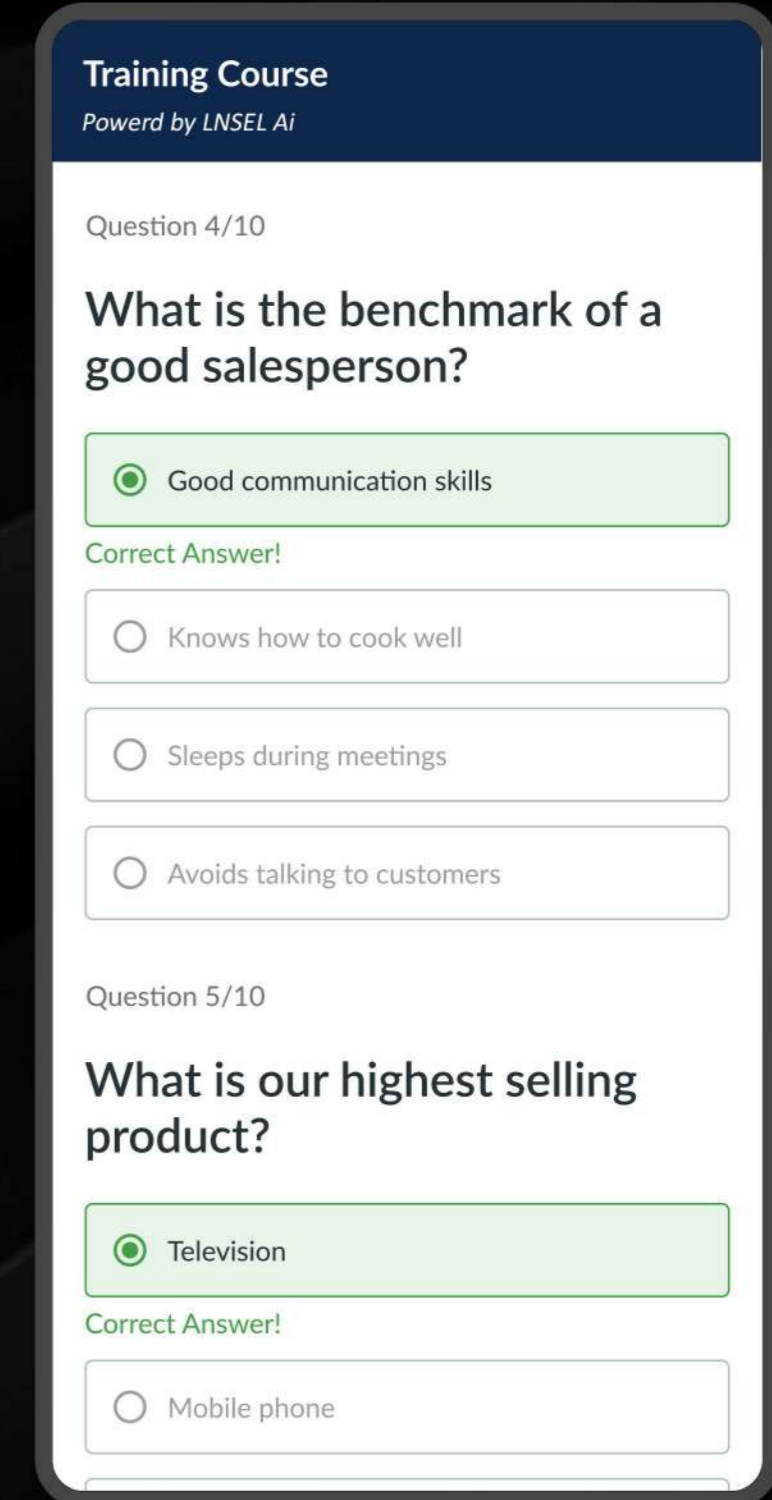
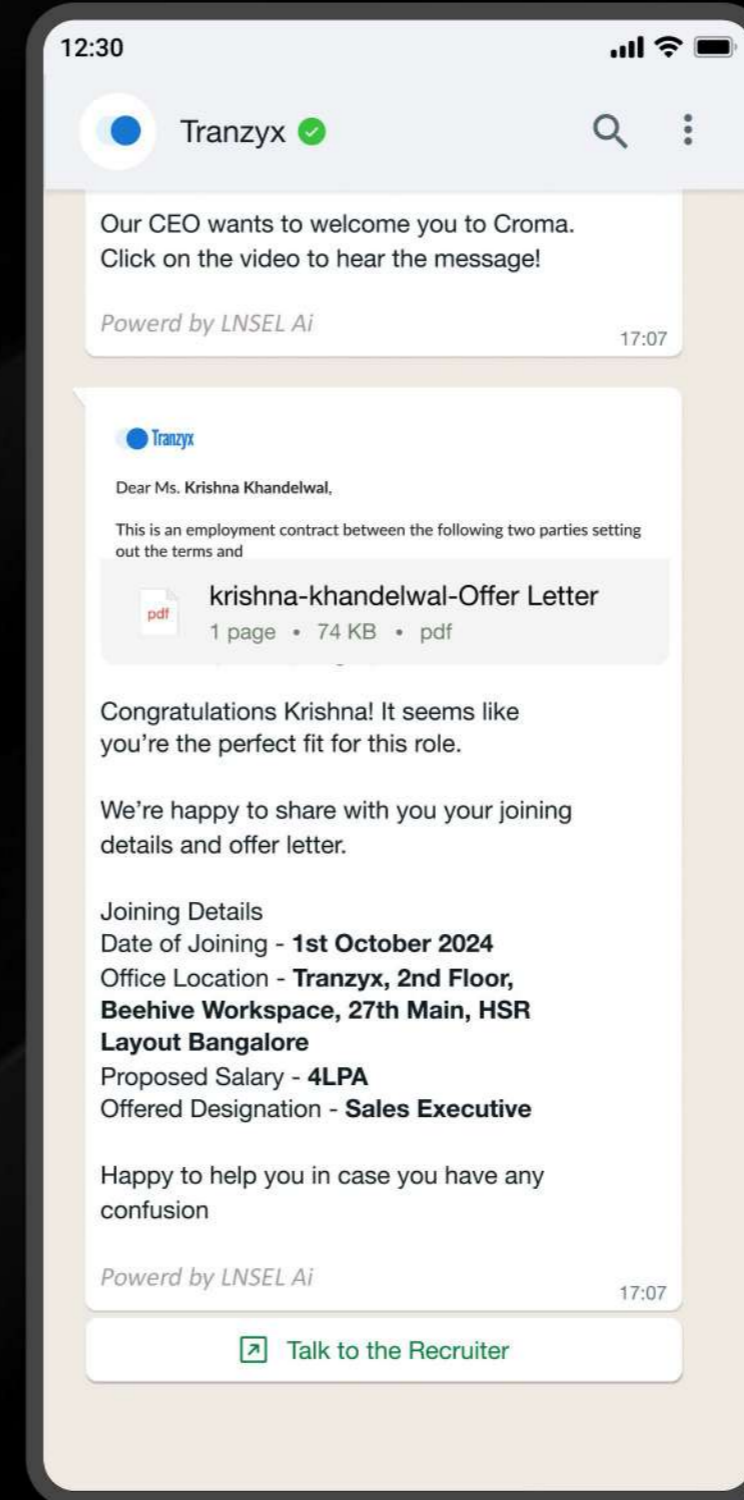
Powerd by LNSEL Ai 17:07

Talk to the Recruiter

# ENGAGEMENT OS

Make your workforce productive, enabled and engaged

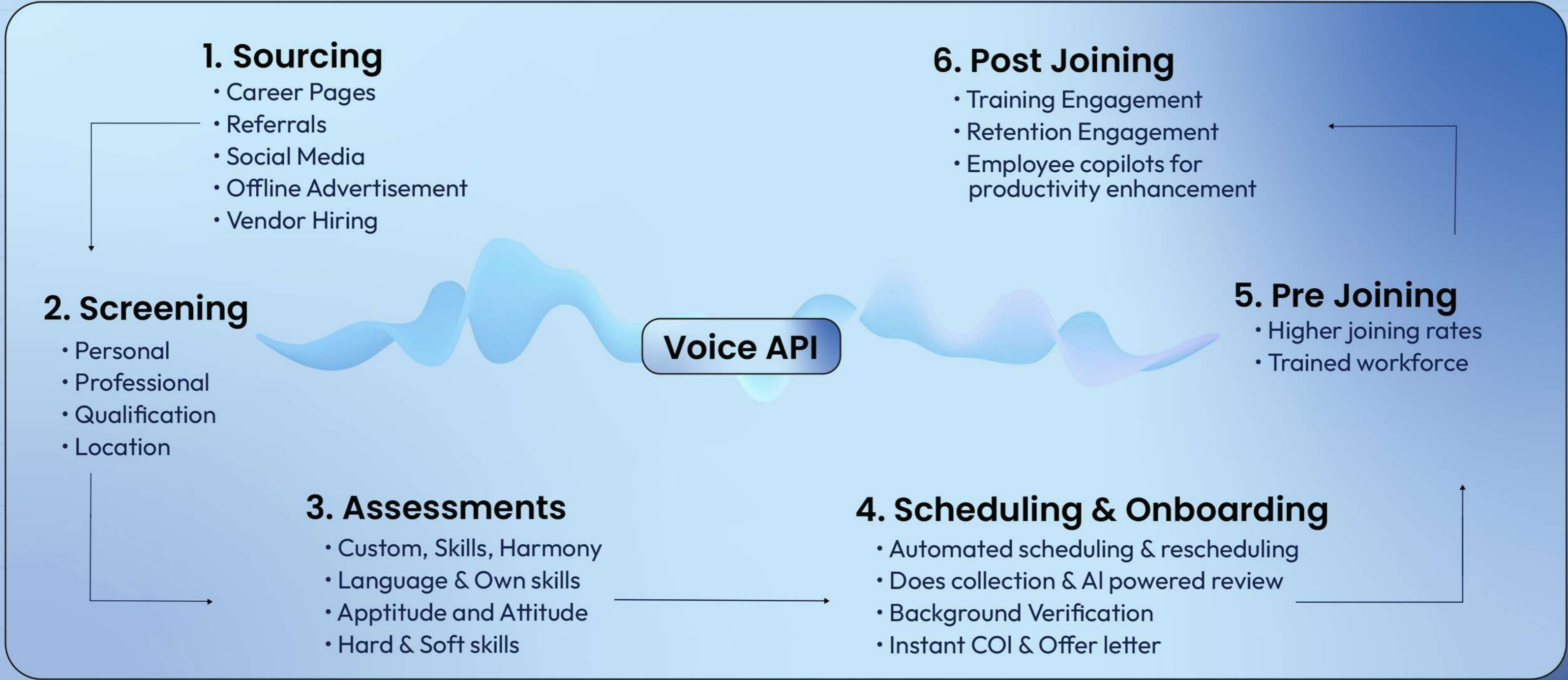
- Activating your workforce
- Micro-training
- Driving higher retention
- Reducing absenteeism
- Employee Survey



**WE MAKE FRONTLINE  
WORKFORCE MANAGEMENT  
CONVENIENT**

# Voice AI HR that engages World's Frontline

**Input : Script and Evaluation prompt**




**Output : Conversational & Evaluation Matrix**



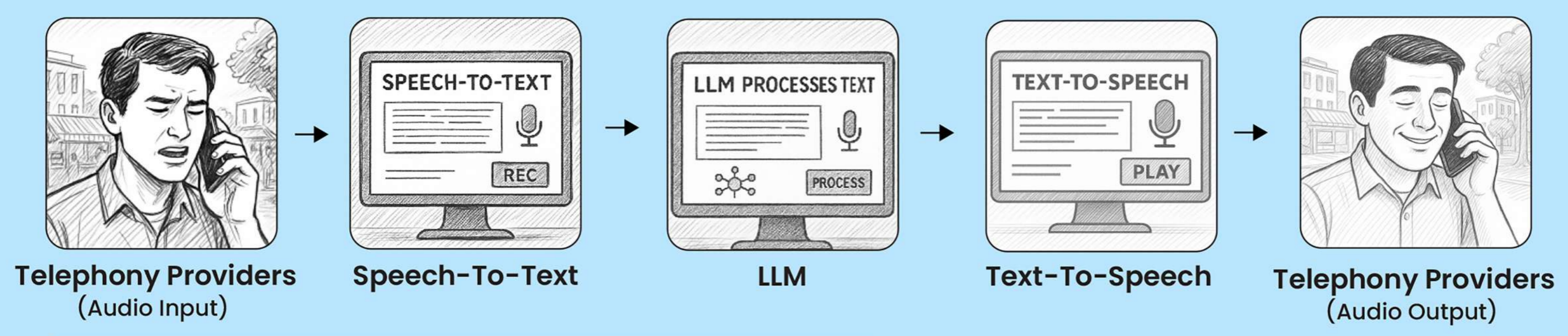
# Voice AI Agents for Frontline Workforce Engagement

## Key components in any conversation

-  Latency
-  Voice & Tonality
-  Multi-lingual
-  Interruption & Pauses
-  Colloquial Language

## Different approaches to build Voice AI agents

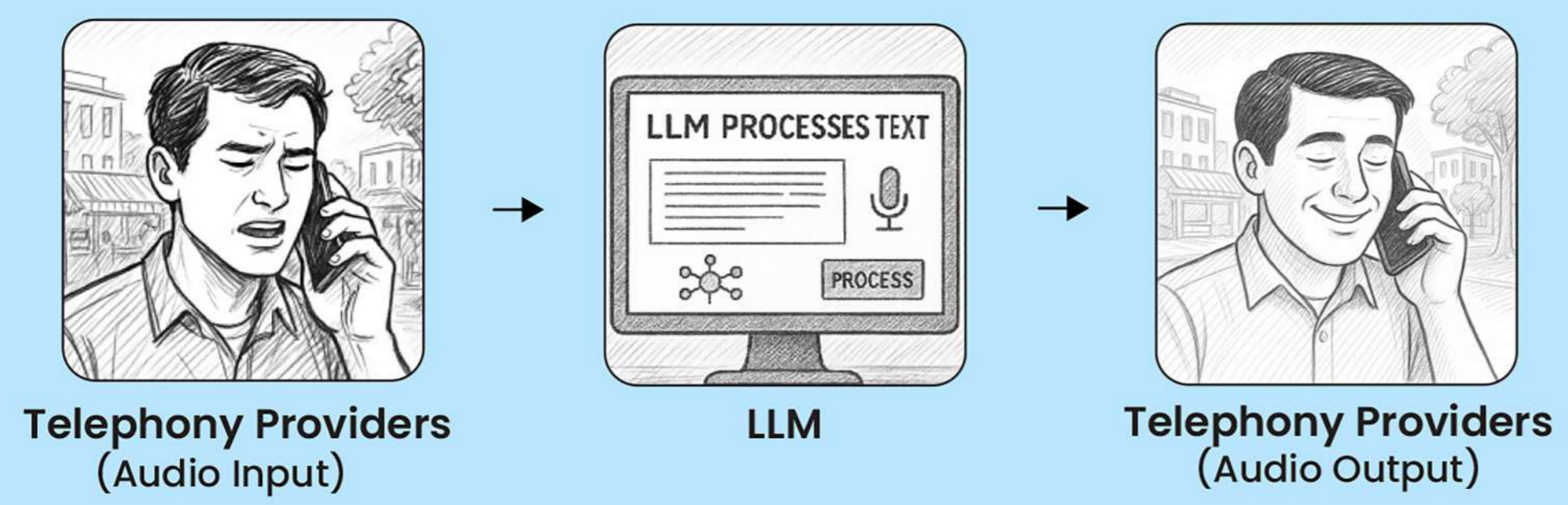
### 1. The Traditional Pipeline (STT → LLM → TTS)



#### Issues with this approach

- **Interruptions:** AI stops mid-sentence, struggles with concerns.
- **Multiple Languages:** STT errors cause compounding issues.
- **Robotic Speech:** Voice sounds unnatural & transcript-like.

### 2. Voice-to-Voice Models (Voice → LLM → Voice Stack)



#### Issues with this approach

- **Inaccuracy with multiple languages:** Poor accuracy & nuance handling.
- **High Cost:** Up to 8x more, niche use only.

# LNSEL AI - Solving Frontline Workforce Challenges

LNSEL AI enables frontline workforce engagement with Conversational Voice AI - driving high retention, a quality and productive workforce, with speed and convenience.



## LNSEL's Voice AI Solution

### Proprietary Innovation

LNSEL has developed a proprietary Voice AI by adding unique pre- and post-processing steps on top of existing LLMs and audio models.

### Smarter Conversations

- Processes audio through an advanced AI Audio-to-Audio model
- Uses both off-the-shelf tech and Hunar's proprietary algorithms
- Delivers natural, seamless, and human-like conversations

### Evaluation Advantage

- **Call Goal Tracking:** Understand if the objective (e.g., job interest, candidate info collection) was achieved.
- **Audio-based Evaluation:** Goes beyond text transcripts to capture context, tone, and intent for deeper insights.

## Comparison of LNSEL's Voice AI vs Voice AI solutions

Criteria	Traditional Voice AI	LNSEL's Voice AI
Conversation Quality	❌ Struggles with pauses & interruptions	✅ Handles interruptions naturally
Latency	✅ Low Latency (800ms - 1200ms) due to smaller tokens.	✅ Low Latency (700 ms - 1200 ms) due to less number of steps.
Call Evaluation	❌ Transcript-only evaluation, losing conversation context	✅ Audio-based, full evaluation & summaries
Multiple Languages	❌ Errors in transcription	✅ Accurate, supports multiple languages
Modularity	✅ Flexible (STT/LLM choices)	✅ Full-stack & customizable
Speech Quality	❌ Robotic unnatural	✅ Human-like with preprocessing
Business Cases	✅ Works for Q&A	✅ Excels in real conversations: interest check, eligibility, nudging, assessments