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CASE STUDY · MARLUC SYNOPSIS

Adecco AI recruiter agents

IMPLEMENTED 2025 ONWARDS · PROFESSIONAL SERVICES · SWITZERLAND · BAND C · CLAIMED ONLY

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The Adecco Group, a Swiss staffing group, put AI agents into its recruitment process from 2025, starting with candidate pre-screening in the UK. By June 2026 Adecco reported 1.2 million candidate-agent interactions in ten countries and a 50% cut in time-to-deliver in lead markets. The results are Adecco's own.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: AI agents built on Salesforce Agentforce that pre-screen candidates by text, email and voice and support recruiters; Orbio AI in Latin America.

Implemented: 2025 onwards. Grade: band C, Process change, Claimed only.

Headline result, as reported: Time-to-deliver cut by 50% in lead markets, with 1.2 million candidate-agent interactions in ten countries, by Adecco's account, June 2026

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

The Adecco Group (Adecco business unit). Staffing and workforce solutions group headquartered in Zurich and listed on the SIX Swiss Exchange, working across 60 countries through its Adecco, Akkodis and LHH business units. Staffing Industry Analysts describes it as the world's second-largest staffing firm. Canvas block: 4. Operations and process. Also 5. People and skills, 6. Data and technology.

Business challenge

The challenge. Adecco says it wanted to free recruiters from high-volume, time-sensitive tasks such as pre-screening so they could spend more time with candidates and clients. Its chief executive says recruitment makes up 60 to 70% of the group's business and that early AI pilots

Who implemented it

Salesforce (Software vendor): Supplies Agentforce, the platform the recruitment agents and Coworker run on, under an unlimited enterprise agreement..
Orbio AI (Software vendor): Supplies an AI HR system used for high-volume recruitment in Latin America..
In-house (In-house): Designed the agent-led recruitment process with its recruiters and runs Responsible AI review of use cases..
Any systems integrator for the build is not reported.

Technology (SEAM pillar E)

SEAM types: T7 AI agents. Deployment: Not reported. Vendors and products: Salesforce, Orbio AI, Salesforce Agentforce 360, Agentforce Coworker.

Where it was built in: Agents run pre-screening by text, email and voice, talent pool management, recruiter support, customer service, onboarding and redeployment; Agentforce Coworker gives staff one interface to candidate and client data and lets recruiters launch the pre-screening, recruiter or onboarding agent.

What changed

Before: recruiters made calls and wrote emails to ask candidates the same screening questions, by the chief executive's account. After: AI agents run pre-screening and other routine steps around the clock, about half of the conversations happen outside working hours, and recruiters start the day with pre-screened candidates, by Adecco's account. [1] [2] [3] [4] [5]

What it cost

Not reported. The licence terms with Salesforce and the cost of the programme are not published in the sources.

What it saved

By Adecco's account: time-to-deliver down 50% and fill rates above 80% in lead markets (June 2026). The chief executive said in October 2026 that recruiters save 25 to 35% of their time and that, by Adecco's calculations, 20,000 more people had been placed in work. Savings in money terms: Not reported. [1] [2] [3] [4] [5]

Governance and control

Adecco's 2025 annual report describes a Group-wide Responsible AI Policy, a Responsible AI core team that risk-rates AI use cases, a Responsible AI Committee that is the final escalation body for high-risk cases, reporting to the Executive Committee and the Board, and an external advisory board convened at the end of 2025. In 2025, 31 AI use cases had an in-depth assessment and three were classed as high risk. Adecco says all agents are under ongoing human oversight, candidates can ask for a human review of decisions and can speak to a recruiter instead, and its tools follow rules on transparency, candidate notification and bias auditing. These are Adecco's own statements; no independent audit is published.

S2 · Accountable owner · Claimed
Adecco's Responsible AI Committee is the final escalation and decision body for high-risk AI use cases and reports to the Executive Committee and the Board, by Adecco's annual report. [2]

A1 · Safe use · Claimed
A Group-wide Responsible AI Policy and mandatory Responsible AI training for company-based staff; nearly 45,000 colleagues completed it in 2025, by Adecco's account. [2]

A2 · Human in the loop · Claimed
Adecco says all agents are under ongoing human oversight, candidates can request a human review of decisions, and candidates who do not want an agent can go straight to a recruiter with no disadvantage. [3] [5]

A3 · Monitoring and assurance · Claimed
In 2025, 31 AI use cases had an in-depth assessment and three were classed as high risk; the chief executive says Adecco compares how agents and recruiters judge profiles. [2] [5]

A4 · Vendor AI · Claimed
Adecco's Responsible AI Policy sets minimum standards for buying AI systems; the agents run on Salesforce's Agentforce and Orbio AI in Latin America. [2] [3]

A5 · Agent controls · Claimed
Recruiters shape the agents' inputs, and new models and agents must pass a test procedure with hundreds of criteria, by Adecco's account. [1] [5]

A6 · Standards and regulation · Claimed
Adecco says its AI recruitment tools follow laws on automated decision-making in employment, including transparency, candidate notification and bias auditing, and the GDPR; no regulator action is reported. [3]

What worked, what did not, what is unproven

WORKED

– Speed: time-to-deliver down 50% in lead markets, by Adecco's account.

– Reach outside office hours: 50 to 57% of agent conversations took place outside working hours, by Adecco's account.

– Scale: 1.2 million candidate-agent interactions in ten countries by June 2026, by Adecco's account.

– Candidate ratings of 4.6 out of 5 in the first UK wave and 4.3 out of 5 in 2026, by Adecco's account.

DID NOT

– Adecco's chief executive said early AI pilots across the group were hard to scale, which led Adecco to build AI into its core recruitment process instead.

UNPROVEN

– Whether the reported gains hold across the more than 50% of Adecco revenues the group

– How time-to-deliver, fill rates and the 20,000 extra placements were measured, and against what baseline: Not reported.

– Whether the agents treat candidate groups fairly: Adecco says it compares agent and recruiter judgements and tests agents against hundreds of criteria, but no results are published.

Timeline

2025 First wave of AI pre-screening agents goes live in the UK [1]

Jul 2025 Adecco reports first-wave results: 28 client companies filled vacancies [1]

Dec 2025 External Responsible AI Advisory Board convened [2]

Jun 2026 Adecco reports 1.2 million candidate-agent interactions in ten countries [3]

Sept 2026 Agentic AI rolled out to 27,000 employees in more than 40 countries [4]

Oct 2026 Chief executive says recruiters save 25 to 35% of their time and staff numbers are not being cut [5]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: B. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Process change (Level 2, band C). Adecco redesigned recruitment step by step, deciding which tasks go to an agent and which to a person, by the chief executive's account. Adecco presents this as reinventing its operating model (claimed B), but no change to roles, team structure or sourcing is reported as a result of the agents.

A recruitment process redesigned around AI agents across seven stages, from pre-screening to onboarding and redeployment, with reported changes in time-to-deliver and fill rates. Adecco describes this as part of reinventing its operating model, but the chief executive says recruiter numbers are not being cut and no change to roles, structure or sourcing is reported as a result, so band B is not assessed.

The SEAM view and lessons learnt

Adecco started from the recruitment process, decided step by step what an agent or a person should do, and put governance around it before scaling, by its own account. The results come only from Adecco, and they cannot be separated from other changes in the same period, including its Talent Supply Chain model, which Adecco credits with a 5.5 percentage point fill-rate gain for large clients, centralised delivery hubs and the turnaround of Adecco US. Before copying the approach, a leadership team should decide how it will check that agents screen candidates fairly, and what it will do with the recruiter time released.

1. Map each recruitment step and decide which ones an agent should run.
2. Tell candidates they are talking to AI and offer a person instead.

Evidence

Score 2 of 4. Self-reported: results come from Adecco's press releases, annual report and chief executive, relayed by trade press, with no independent check.

Evaluation method. Self-reported company figures: press releases, the 2025 annual report and the chief executive's interview with Netzwoche. Baselines and measurement methods are not published.

Sources disagree. The share of conversations outside working hours is given as 57% (July 2025), 50% (2025 annual report) and 51% (June 2026). Candidate satisfaction is 4.6 out of 5 for the first UK wave and 4.3 out of 5 (described as customer satisfaction) in June 2026. Adecco's June 2026 release dates its announcement both 10 and 11 June 2026. Staffing Industry Analysts counts more than 2.5 million agent-candidate interactions since April 2025; Adecco's July 2025 release says the UK first wave launched six months before July 2025.

Status. Ongoing: Adecco aims for AI agents to support more than 50% of Adecco business unit revenues by the end of 2026, and was rolling out Agentforce Coworker to 27,000 employees from September 2026.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/adecco-ai-recruiter-agents

[1] The Adecco Group: The Adecco Group completes successful first agentic AI implementation at scale with Salesforce's Agentforce (July 2025)
https://www.adeccogroup.com/our-group/media/press-releases/the-adecco-group-completes-successful-first-agentic-ai-implementation-at-scale

[2] The Adecco Group: Annual Report 2025
https://www.adeccogroup.com/-/media/project/adecco-group/adeccogroup/pdf-files/2026-march/the-adecco-group-annual-report-2025.pdf

[3] Adecco: Adecco surpasses one million AI-powered candidate interactions, cutting time-to-deliver by 50% (June 2026)
https://www.adeccogroup.com/our-group/media/press-releases/adecco-surpasses-one-million-ai-powered-candidate-interactions

[4] Staffing Industry Analysts: Adecco Group expands AI rollout to 27,000 workers in 40-plus countries (September 2026)
https://www.staffingindustry.com/news/global-daily-news/adecco-group-expands-ai-rollout-to-27000-workers-in-40-plus-countries

[5] Netzwoche: Adecco-CEO: "Ein Unternehmen muss zunächst seine Prozesse in Ordnung bringen" (interview with Denis Machuel, October 2026, in German)
https://www.netzwoche.ch/news/2026-10-12/adecco-ceo-ein-unternehmen-muss-zunaechst-seine-prozesse-in-ordnung-bringen

The Adecco Group (Adecco business unit) website: https://www.adeccogroup.com

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