

# Randstad Enterprise

Filling 200 roles with multilingual engagement and rapid onboarding.



## The Challenge

Randstad Sourceright needed to hire 200 salespeople fast—navigating language barriers, low interest in travel-heavy roles, and stretched internal resources.

## The Results

With Popp’s multilingual AI, the India-based recruitment team:

- Engaged over 4,000 candidates in their preferred language (Spanish)
- Translated messages into English seamlessly
- Saved 141 working days in just six months

By removing friction, Randstad built a stronger pipeline and exceeded recruitment targets while navigating complex language and culture barriers.

“Popp makes the phone screen so much more efficient... I can finally build a rapport and relationship with the candidate.”

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