



AI Roadtrip: from Evaluation to Implementation

Best Practices & Lessons Learned

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Talentor Summit 2026

Hunt Scanlon
GLOBAL40



epunkt in 30 seconds

Austria's leader in recruiting

Linz · Vienna · Salzburg · Graz

No developers.

Two MDs, Claude, a CRM, Saturday mornings

If it works for us, it works for you.

~70

people

four offices in Austria

3

**managing
directors**

two of them build the AI
tools themselves

~500

placements / year

2024

start of AI build-up

seats, rules, skills — then
products

What we will cover today

- 1 **Where the market is** everybody chats, few implement
- 2 **What we did at epunkt** our road, how we evaluate, five cases, mistakes
- 3 **Must-have · hype** state of the art 2026
- 4 **Outlook & Monday starters** where the journey goes, the playbook
- 5 **Q&A** your questions, your cases



Where the market is

Everybody chats. Few have implemented.

Everybody chats. Few have implemented.

The tool is not the differentiator any more. Implementation is.

Firms with broad adoption

95 % standardised note-taking

74 % AI inside the ATS / CRM

68 % shared skills or agents

Early-stage firms: 58 % · 21 % · 0 %

91 %

use ChatGPT or Claude

executive search firms

20 %

broad adoption

AI across multiple workflows

4×

more likely to use AI

top-performing staffing firms

10 %

agentic end-to-end

of staffing firms

**The candidate side is
already at 100 %**

**The pressure comes from the other
side.**

*“Everyone uses their own AI to solve their own
problem — and the whole system gets worse.”*

Daniel Chait, CEO Greenhouse

**Screening quality is the product
now.**

74 %

**of job seekers use
AI**

in their job search (US)

254

**applicants per
posting**

Greenhouse, Jul 2026

+412%

**applications per
recruiter**

since AI auto-apply tools

65 %

**caught deceptive
AI use**

scripts, prompt injections,
deepfakes

Sources: Greenhouse 2025 AI in Hiring Report, 19 Nov 2025, n=4,136 · Greenhouse
platform data via Fortune / Yahoo Finance, 28 Jul 2026

Quick poll

show of hands

Which level is your firm on today?

A

Chat: we ask, it answers

B

Skills: shared rulebooks
and templates

C

Agents: AI works in our
CRM

D

Products: we sell AI-based
services

Chat, skills, agents, products: four levels

most firms sit on level 1 — the money starts on level 2

1 Chat

Ask, answer, copy-paste

Everyone · minutes

2 Skills

Rulebook + template, packaged

Few · hours / week

3 Agents

AI works inside your tools, multi-step

10 % · process steps

4 Products

AI you sell

Rare · new revenue

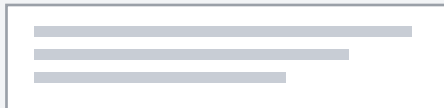
What is a skill?

your way of working, written down once — so the agent repeats it exactly

WITHOUT A SKILL

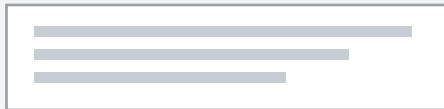
you explain it all over again, every time

Monday



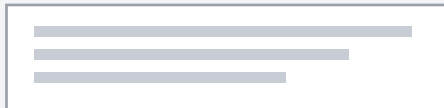
● ● ○
good

Wednesday



● ○ ○
too short

Friday — a colleague



● ● ○
different format

Different result every time.

WITH A SKILL

written down once, used automatically

cv-review.md

how we review a CV · what “good” looks like · our report template · the red flags



Monday

“Check this CV”



● ● ● our standard

Wednesday

“Check this CV”



● ● ● our standard

Friday — a colleague

“Check this CV”



● ● ● our standard

Same result every time — for everyone.

A skill is the onboarding guide you write for a new colleague — except the colleague never forgets it.

Chat vs. agent

same AI — the difference is how much you have to steer it

CHAT

one question, one answer

You: "Is this CV okay?"

AI: a few comments

You: "Now check it for ATS"

AI: some ATS points

You: "Now write the feedback"

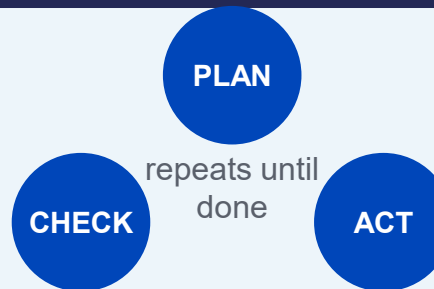
AI: a text

You think between every step.

AGENT

one goal, one finished result

You: "Give feedback on this CV."



tools: the CV file · our rulebook (skill) · Word · ATS check

Score · feedback · tracked changes in Word — done.

It works out the steps itself.

The skill is the handbook the agent follows: 26 rules, a scoring model, a report template — written once.

My setup: what you need to do the same

same product as the private plan — different contract

WHAT I BOUGHT

Claude Team or Enterprise

\$20

per seat / month
+ usage on Enterprise

1 h

to set up
self-serve, credit card

Team: from 2 seats, usage included
Enterprise: audit logs, SCIM, SSO

WHAT IT CHANGES



Private plan

No candidate CVs. No client data.



Team or Enterprise

Candidate data is allowed.

- Data processing agreement
- No training on our content
- EU contracting entity

Same product. Different contract.



What we did at epunkt

Four cases · what had the biggest effect · what we got wrong

Our road, 2023 – 2026: platform first, AI on top

eight steps — two years of groundwork before the first agent



How we evaluate AI: three questions — and one more

every idea has to answer at least one clearly, with a number

OUR CORE SERVICE

IN PARALLEL

1 Better

Does it improve our service?

Quality of candidate documents · shortlists · briefings

ours

CV feedback skill · candidate reports

2 Faster

Does it save time?

Time to shortlist · call prep · notes

ours

CRM call prep · AI notes

3 Cheaper

Does it cut cost?

Automation of admin · CRM hygiene · follow-ups

ours

Automations · hygiene checks

+ New

Can we sell something new?

A service we could not offer before — would a client pay for it?

ours

Newplacement platform · self-service portal

None of the four? We don't do it — however impressive the demo.

Our AI map, 2024 – 2026

built bottom-up: foundation → skills → integration → products

Products

Client self-service portal · Newplacement platform — first clients 2026

Integration

Salesforce connected to Claude → call prep, account research, pipeline checks

Skills

CV analysis · LinkedIn profile · job-ad ↔ CV fit · STAR achievements · target roles · interview prep · leadership coach

Foundation

New tech stack on Salesforce · paid AI seats · AI notes in calls · house rules — since 2025

Case 1 · Skills: from gut feeling to a rulebook

What a good CV looks like — written down once, packaged as a skill.

Same pattern for
LinkedIn profiles · job-ad fit · STAR
achievements · interview prep

[10 min] → [1 min]

per CV review

How we built it

- Senior consultant's rules → one document, DACH-specific
- Fixed output: score, top issues, rewrites, ATS check
- Anyone types “check this CV” → same report
- 2 hours to write, 2 days to test

A junior gets the senior's checklist.

The skills became the modules of a product

Case 2 · Your data beats the model: CRM connected

Salesforce connected to Claude.

“Prep me for my call with X.”

20 min → 2 min

indicative — add your own measurement

Any ATS / CRM with an API can do this.

What it does

- Call prep: history, open mandates, last activities, questions
- Account research before business development
- CRM hygiene: stale dates, missing fields, single-threaded deals
- Follow-ups and CRM updates drafted from call notes

Effort: connector + access rights, 1–3 days. No developer.

Case 3 · Client self-service portal: land & expand

A small tool with a strategic role.

Clients optimise their own job ads, run structured briefings, get support for their own social search

€1,000–1,500

what a small client pays per job ad

What we learned

- Door opener for search mandates
- Retention: we stay in the client's weekly routine
- Should pay for itself — does not have to earn
- Client spread is huge: 3 ads a year up to hundreds
- Pricing for small clients is the hard part [status: we give it for free]

Every partner has a version of this.

Case 4 · Newplacement platform: a product, built by an MD

Outplacement, packaged as a platform.

~30 days

concept → launch-ready · one MD, Claude, no developers

First clients: two large corporates, end 2026

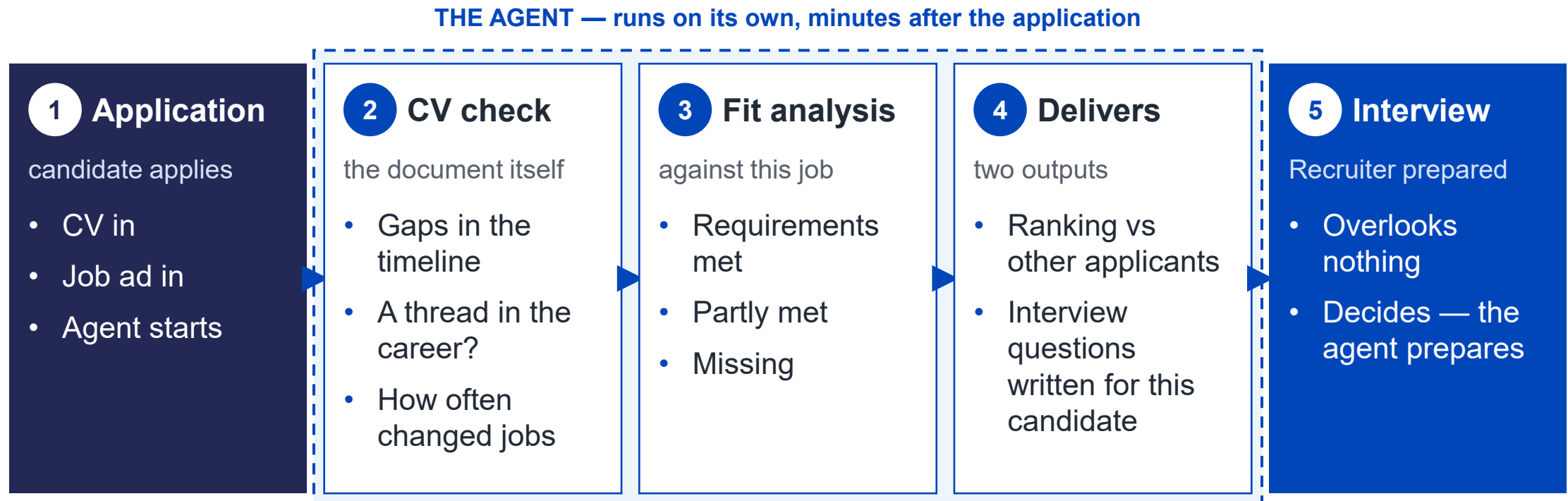
The product

- 7 modules: CV · LinkedIn · STAR · target roles · job-ad fit · interview prep · feedback
- Basic · Professional · Executive, 3–6 months, coaching on top
- HR dashboard, EU-hosted, opt-in to our candidate pool

The modules are the skills from Case 1.
Level 2 work becomes level 4 revenue.

Case 5 · An agent in the recruiting workflow

one application in — a prepared recruiter out



Every finding points to a line in the CV. The recruiter decides — the agent prepares.

What had the biggest effect — and what staff like most

our ranking — confirm with your own numbers

- 1 AI notes in every call → CRM**
adoption ~100 % [1-2 h/week]
- 2 Standardised documents via skills**
same quality, whoever writes
- 3 Agents in communication**
the most visible time saving
- 4 Own products**
biggest strategic effect, smallest in € so far

What staff value most

- No typing during conversations
- First draft in 30 seconds
- Research they used to skip
- Fewer “can you check this” loops

Learnings from mistakes

1 Use case before tool

Start with the hours. Measure adoption after 4 weeks.

2 Chat-only plateau

No written rules → quality depends on who prompts.

3 Verify — always

Most confident when wrong. Human check on every output.

4 Own your code

Repository, versioning, backup — not a chat session.

5 It's the adoption, stupid

It is sooo hard to get the people use it.

6 Data and disclosure

EU hosting, business seats, tell candidates.

7 The MD goes first

66 % name leadership as the primary driver. Delegating does not work.

Non-negotiable in 2026 — no matter the size

Even for small budgets

1 Business AI seats

Data not used for training

\$20–25 / user

2 AI notes in every call

Summary into the CRM

\$10–20 / user

3 AI in your ATS / CRM

Search & match, summaries — switch it on

included

4 Sales Preparation

In Claude, CRM, wherever

included

5 House style + 5 skills

Job ad · outreach · report · summary · update

2 days

6 Rules on one page

Data · verification · disclosure

1 afternoon

Prices: vendor pages, Sept 2026 — Claude Team \$20, ChatGPT Business \$20, Fathom Team \$15, Fireflies Business \$19, Manatal \$35, Bullhorn Core \$165. LinkedIn +44 %: HRD Asia quoting LinkedIn, Nov 2025.

Hype — and the new problems AI creates

where not to spend money — and what is now part of quality assurance

Hype — save your money

- “AI replaces the recruiter” — it replaces tasks
- LinkedIn automation bots → bans
- Enterprise AI platforms for 5 people
- AI video interviews for executives
- “We'll train our own model”

New problems to manage

18 % met a deepfake candidate

22 % found prompt injections in CVs

32 % caught candidates reading AI scripts

254 applicants per posting

Outlook: where the journey goes

visionary, but grounded in what the data already shows

1

Agents do the first pass

Sourcing, screening, scheduling in the CRM

2

Candidate AI at 100 %

81 % plan to use AI — screening quality is the product

3

Voice agents first contact

88 % rate them as good as a human — volume first

4

The AI-native search firm

5 people + agents = output of 15

5

The human part is the product

Judgement, assessment, trust — what clients pay for

The AI paradoxon:
When everyone shouts,
nobody listens.

CV!!
InMail
CV Auto Apply
CV!!
Another Inmail!

Client · recruiter

AI-optimised CVs meet AI-automated outreach.

Candidate

Talenter 

What you can implement on Monday — five starters

no developer needed · effort indicative

1

**Seats + one
page of rules**

Business plan,
house rules

1 day

2

**Note-taker in
every call**

Summary + next
steps → CRM

1 week

3

**CV →
candidate
report skill**

Write the rules,
test on 10 CVs

2 days

4

**Job ad →
search +
outreach**

Boolean, targets,
3 drafts

1 day

5

**Weekly client-
signal
research**

20 target clients,
every Monday

½ day

From evaluation to implementation: our six steps

the method behind everything shown

1 Where do the hours go?

Per role, per week → top 3 tasks

2 Pick three use cases

Not ten. Hours behind them, clear output

3 Pilot: 4 weeks, 3 people

Volunteers, real work, not demos

4 Measure three things

Time · quality · adoption

5 Standardise and train

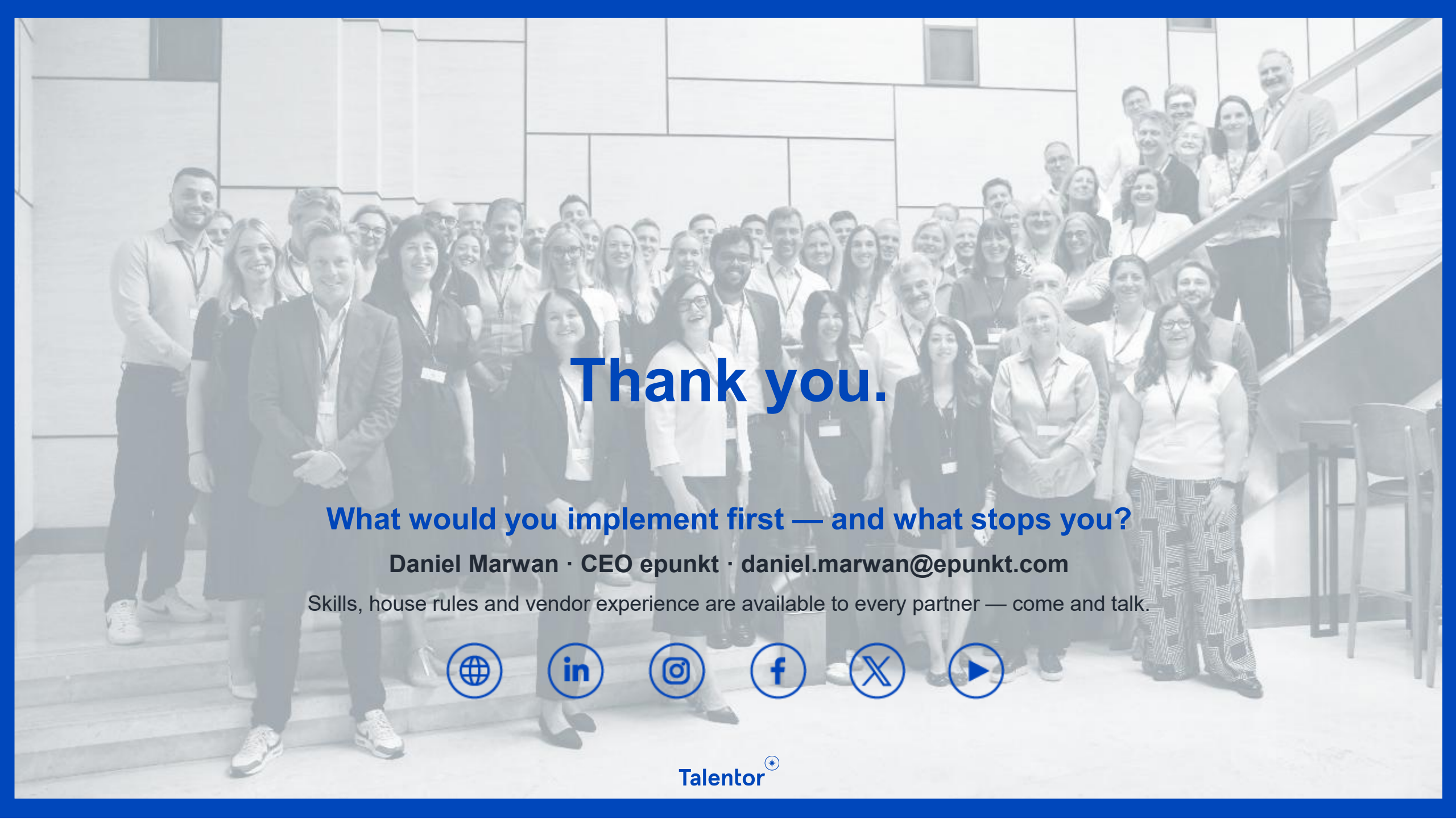
Skill or template, 30 min in onboarding

6 Monitor Adoption

The step everybody skips

Five things to take home

- 1 **Everybody chats, few implement — the gap is your opportunity.**
- 2 Must-haves cost \$50–200 per user per month. The ROI is in the hours.
- 3 Skills beat prompts. Your data beats the model.
- 4 The partners go first.
- 5 **Sell the outcome, not the AI. The human part becomes the product.**



Thank you.

What would you implement first — and what stops you?

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Skills, house rules and vendor experience are available to every partner — come and talk.

