

Reimagining the candidate
XP with a bot brand
ambassador

Say hello to **Ces**

Brand ambassador

Wine aficionado

(and recruitment chatbot)





Max Armbruster

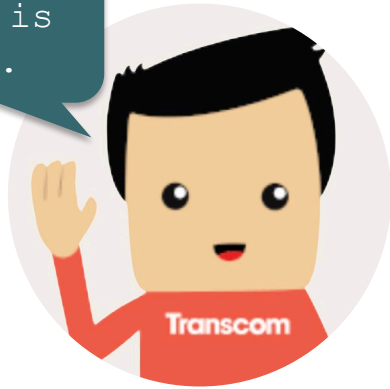
Entrepreneur

Recruiter

Lover of bots

(and CEO of Talkpush)

Hello, my name is Ces.



Introvert



Extrovert

Thinking



Feeling

Sensing



Intuition

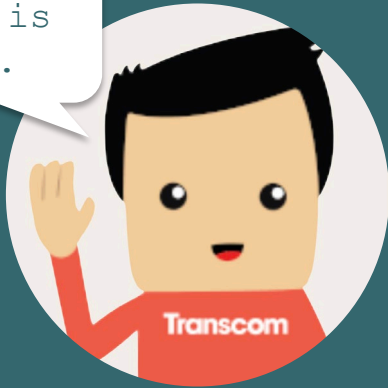
Judging



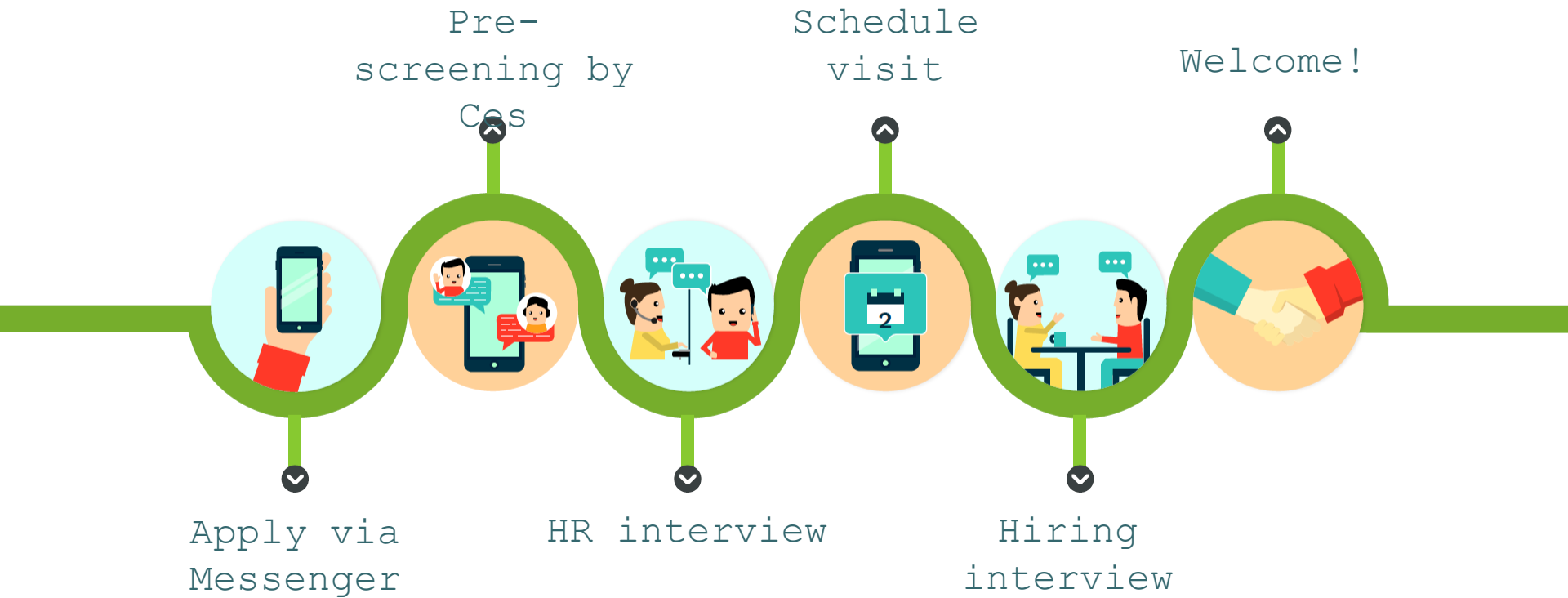
Perceiving



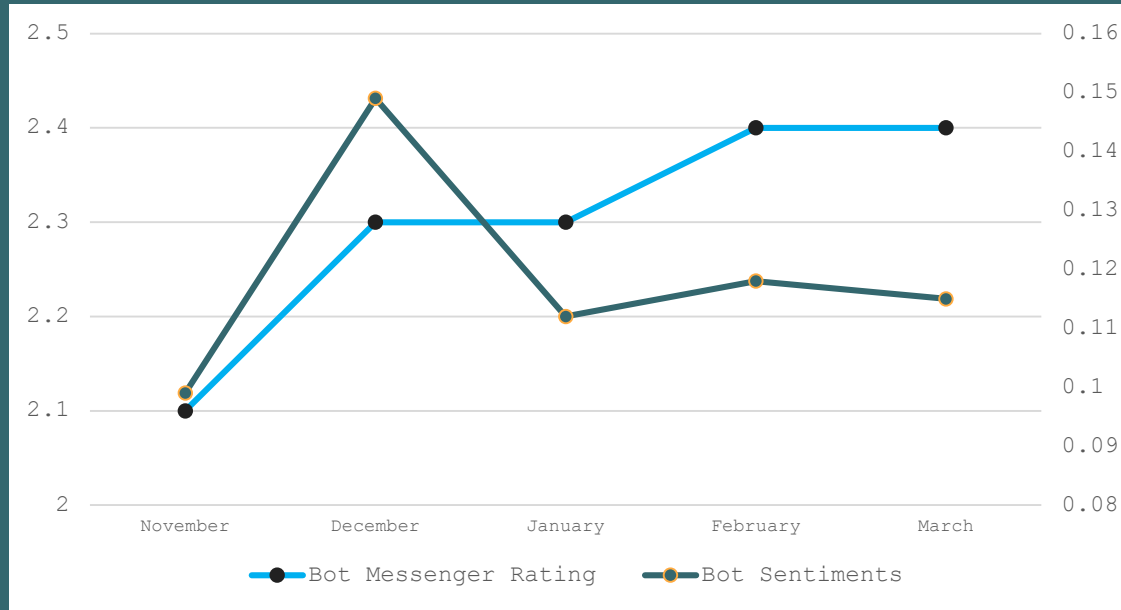
Hello, my
name is
Ces.



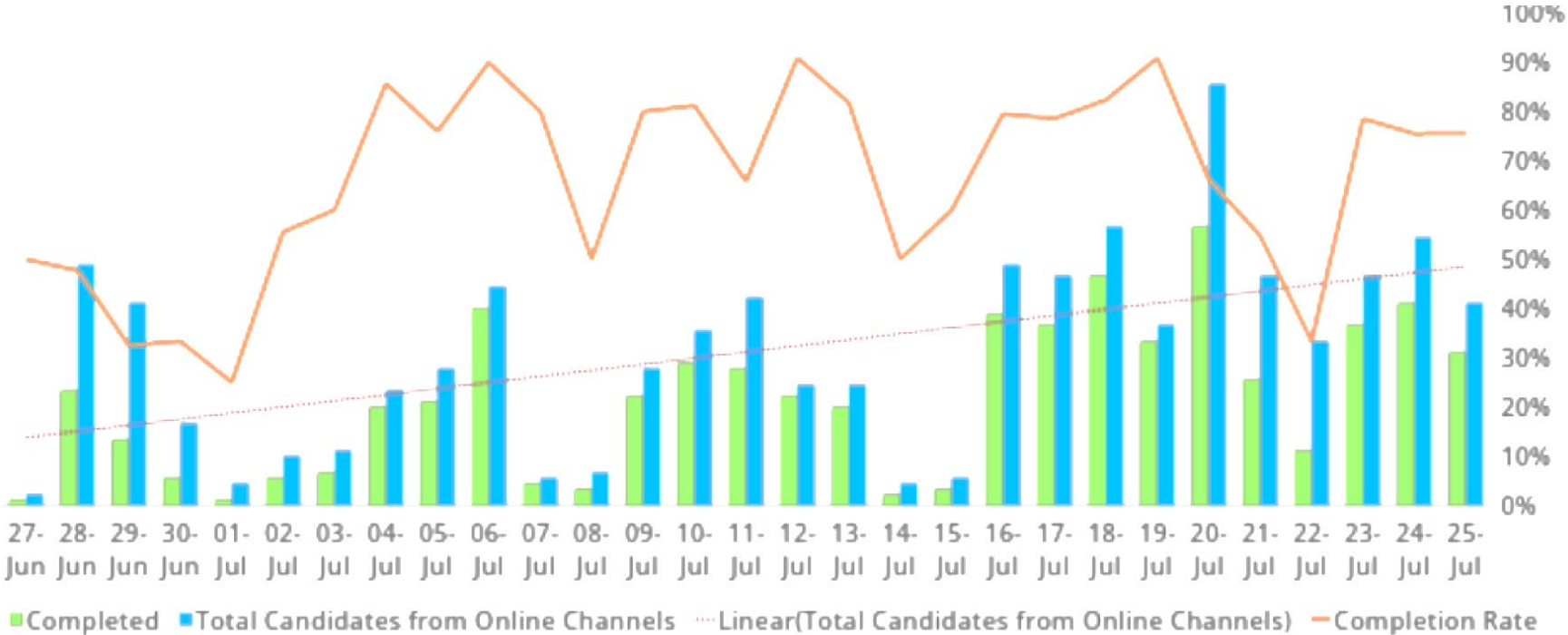
- Plays videos games
- Runs marathons
- Watches the Big Bang Theory
- Drinks wine



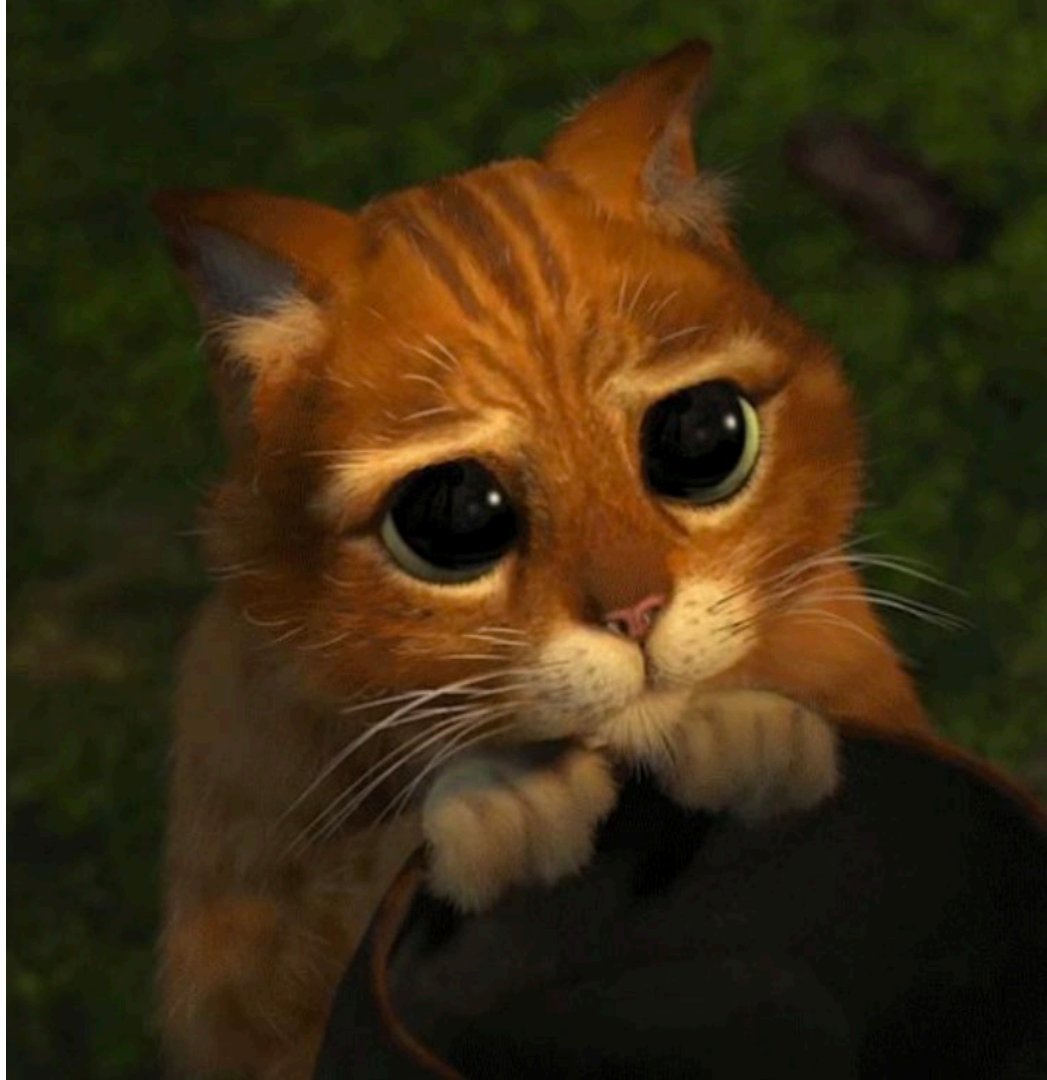
Monthly tracking of the popularity and likeability



Steady increases in completion rates



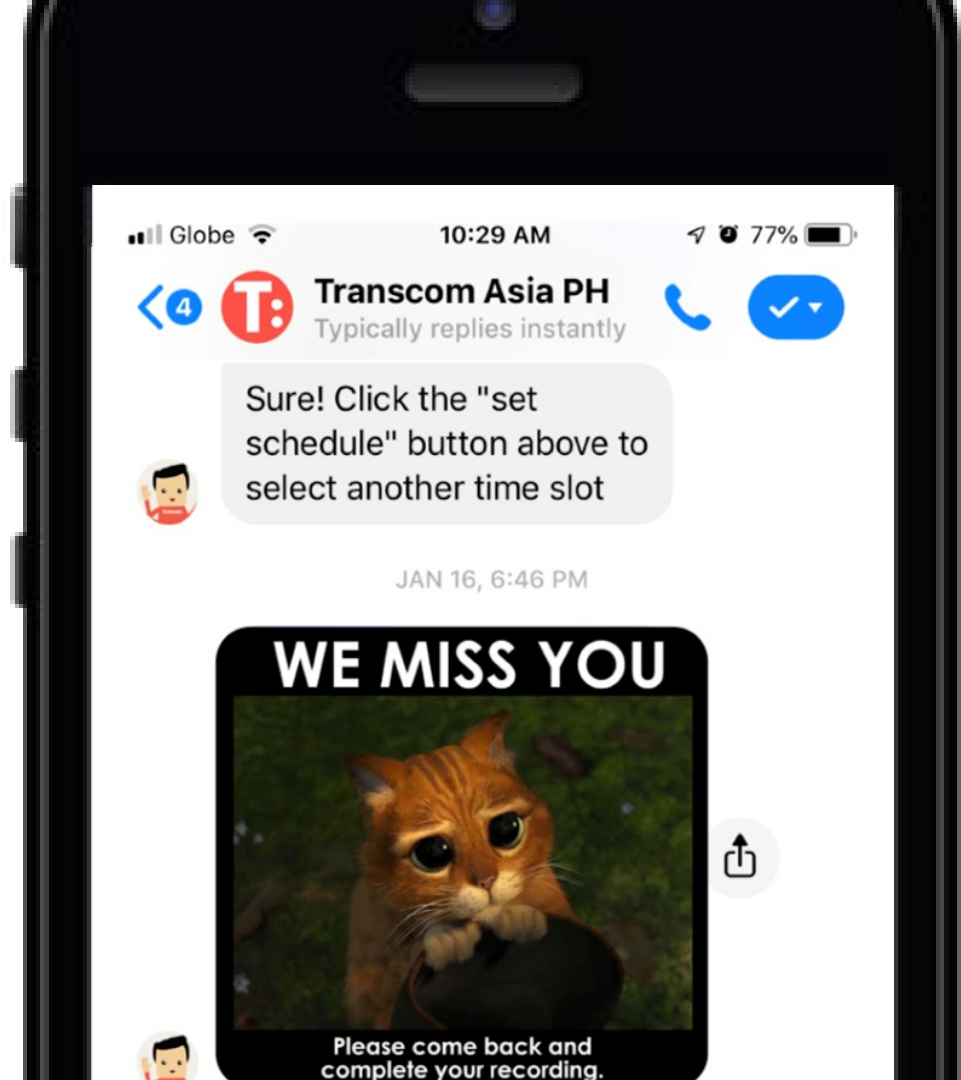
2 pleading eyes,
worth 1,000
pleases



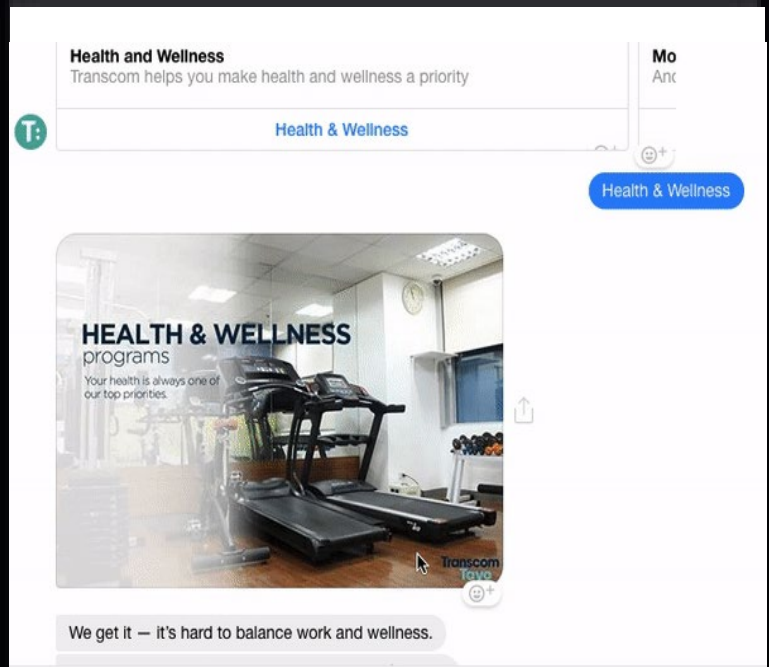
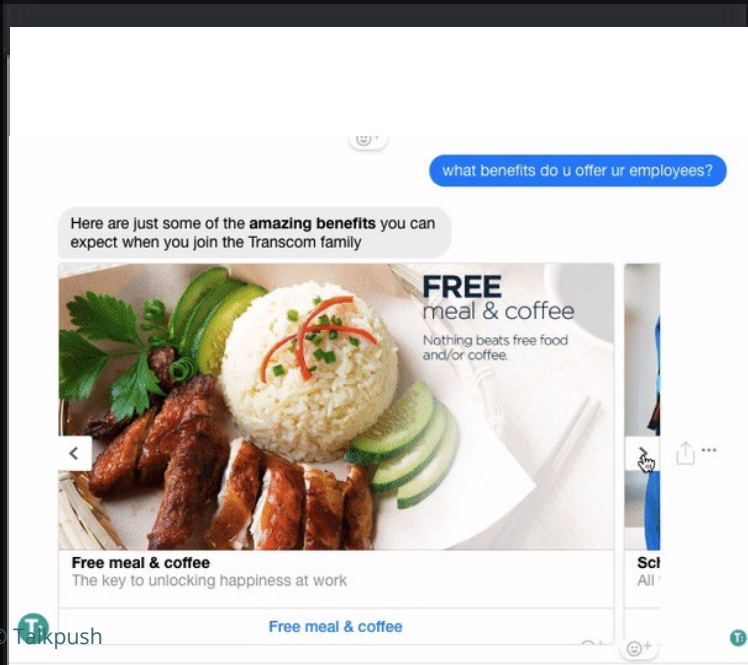
Increase in
completion rate

from 26%

to 70%



Ces tells the story of employee benefits



RESULTS

+57%

online applicants per
month

-66%

In candidate
"ghosting"

+120%

In social media
sourcing

-73%

In marketing Cost-
Per-hire





TALK TO
MAX

[linkedin.com/in/maxarmbruster/](https://www.linkedin.com/in/maxarmbruster/)

(415) 818 5083



TALK TO CES

m.me/TranscomAsiaPH

