

PROPOSAL

AI Recruitment System

Prepared for **Michael**

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FROM

Surplus Systems

CONTACT

contact@surplus-systems.co.uk

LIVE DEMO

Talk to Ava, inside

Hiring at pace, without the churn.

You need a steady stream of field reps who turn up, stay, and sell. Right now, speed and screening are the bottleneck.

TARGET

~16

New field reps a month

A constant hiring target that never switches off, every single month.

RISK

£1,200

Cost of every early dropout

£300 a week guaranteed for the first 4 weeks, whether they stay or not.

SPEED

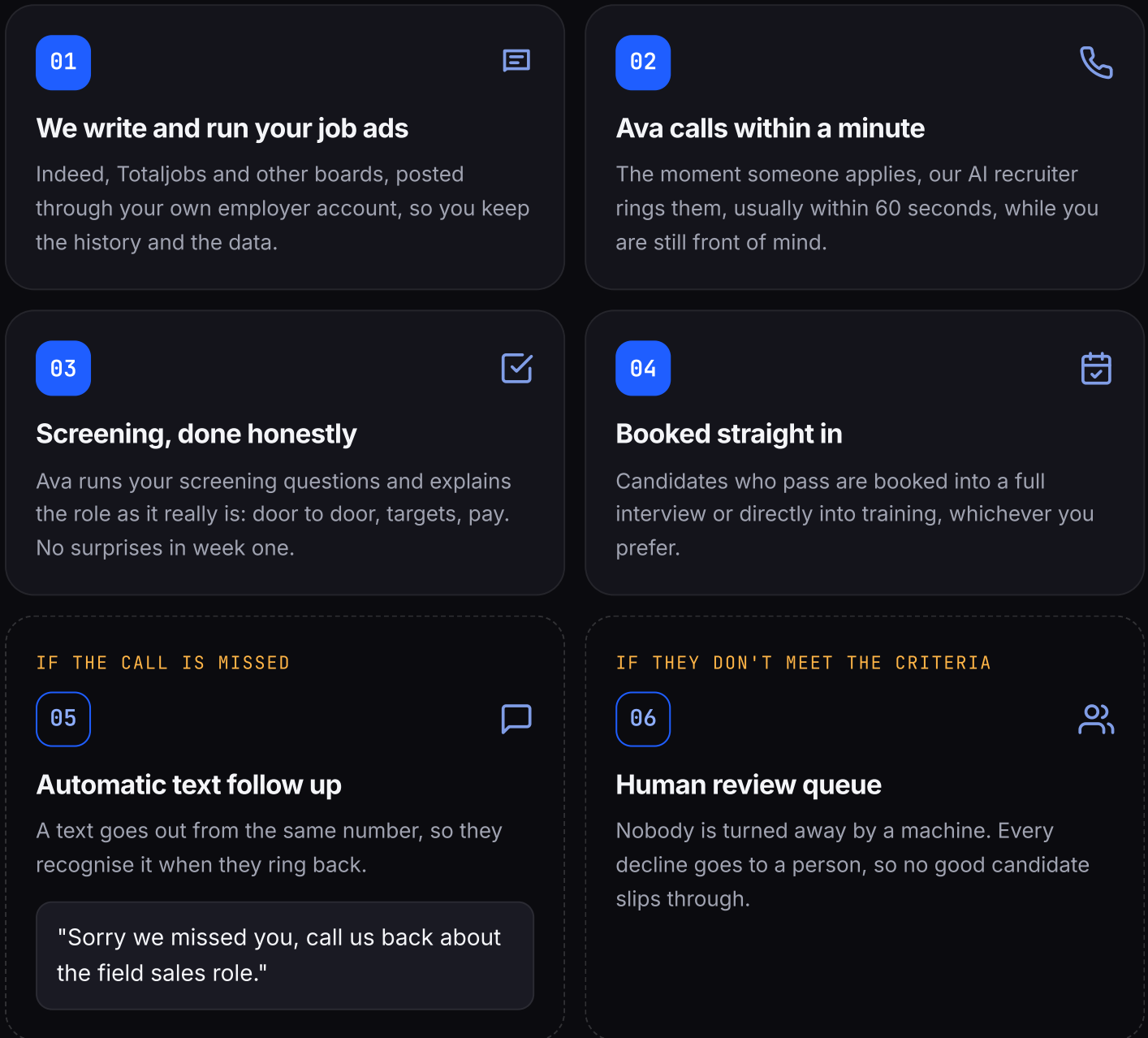
Hours

Not days, before good candidates go cold

Calling hundreds of applicants by hand is slow. The best ones have taken another job by the time you ring.

From application to booked, in minutes.

One joined up system. We run the ads, our AI recruiter **Ava** makes the calls, and your team only spends time on candidates worth meeting.



Meet Ava, your AI recruiter.

This is the same voice agent your applicants would speak to. Try it now, right here in your browser.

Hear the live demo

Talk to Ava, our AI recruiter, in your browser. Play a candidate who has just applied and she will screen you and book you in, exactly as your applicants would experience it.

- 01 Scan the code or open the link on your phone or laptop
- 02 Tap "Talk to Ava" and allow microphone access
- 03 Answer as if you had just applied for the role

michaeldemo.surplus-systems.co.uk#demo



See every candidate, every call, every number.

Automation should never mean losing sight of what's happening. Choose how you want to see it.

OPTION A

Plug into your existing ATS

Keep the tools your team already uses. Candidates, call outcomes and bookings flow straight into your current applicant tracking system.

OPTION B

A bespoke recruitment portal

Built around how you hire, with everything in one place:

Full pipeline tracking

Call recordings and transcripts

Candidate answers and scores

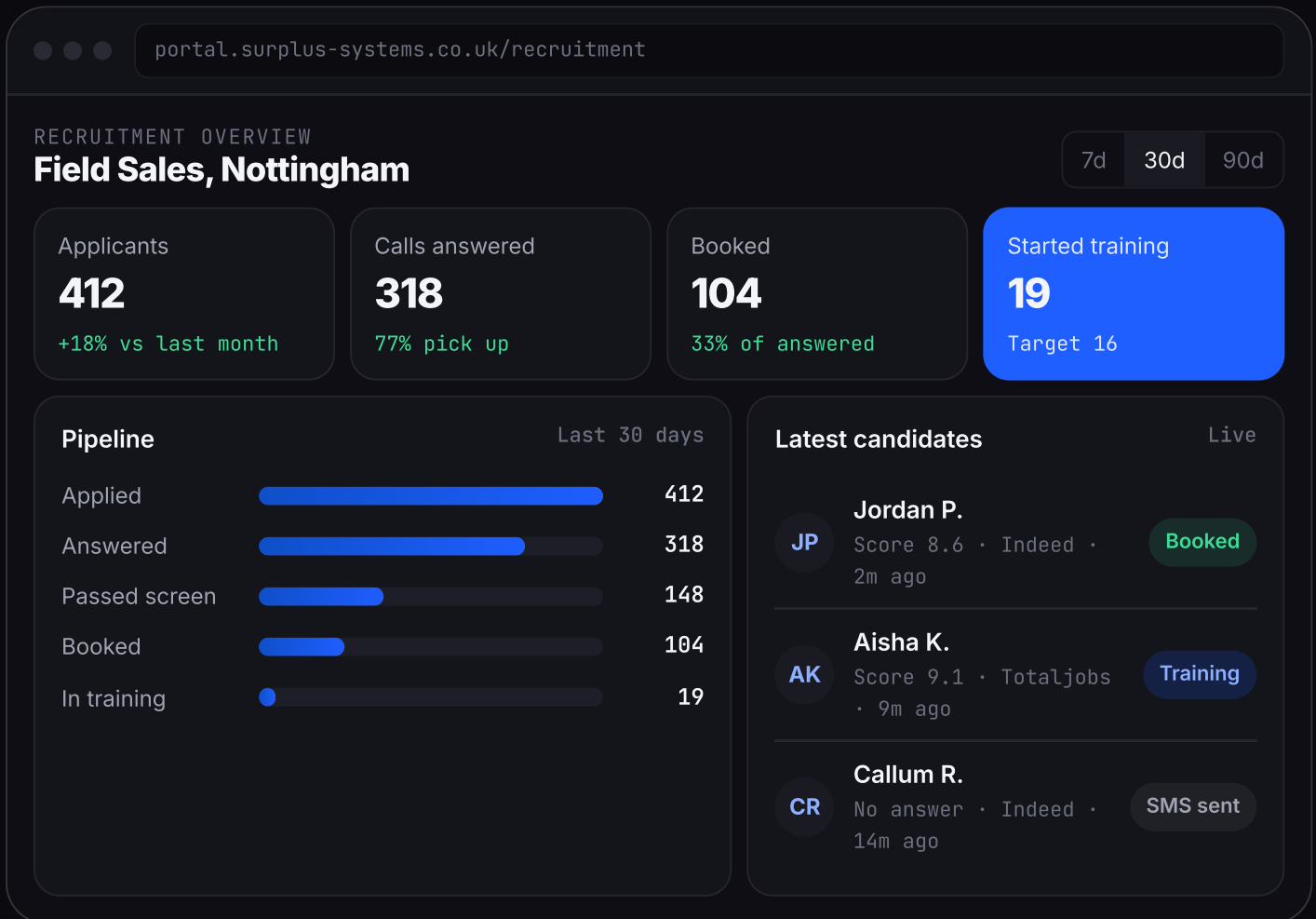
Automated follow ups

Ad performance

Pick up rates

Booking rates

Applicant to field rep conversion



Illustrative mockup with example figures. Your portal is built around your process and branding.

Faster, fairer, and cheaper than a bad hire.

Speed to candidate

Every applicant is called within a minute of applying, while they are still keen and before a competitor rings first.

Consistency

Every applicant is asked the same questions and scored the same way. No off days, no shortcuts, no gut feel.

Available 24/7

Evenings, weekends and bank holidays. People apply when it suits them, and Ava answers when they do.

Fewer bad hires

An honest explanation of the role up front means the people who start are the people who stay.

THE MATHS

Prevent just one early dropout a month and you save up to £1,200. That's more than the monthly fee, on its own.

One early dropout **up to £1,200**

Starter, per month **£250**

Growth, per month **£550**

Simple, monthly, no surprises.

A one-off setup to build your system, then a monthly plan sized to how many reps you need.

ONE-OFF

Setup

£1,500 one-off

£995 with a 3 month commitment

- ✓ AI voice agent, trained on your role
- ✓ Your screening criteria
- ✓ Missed call SMS follow up
- ✓ Job board ad account setup
- ✓ Booking flow into interview or training

STARTER

Get the calls made

£250 / month

- ✓ Ads written and managed
- ✓ AI screening calls, up to 75 a month
- ✓ Booking into interview or training
- ✓ Missed call SMS
- ✓ Weekly summary report
- ☐ Additional calls billed per call

Recommended

GROWTH

Built for your target

£550 / month

- ✓ Everything in Starter
- ✓ Call volume sized for 16+ hires a month
- ✓ Bespoke recruitment portal, or ATS integration
- ✓ Automated follow ups
- ✓ Human review queue
- ✓ Full analytics

OPTIONAL

Performance model

£400 / month

plus **£30** per rep who completes their first week in the field

A lower monthly fee, with part of what you pay tied to the outcome you actually care about: reps who turn up and stay.

 Job board ad spend is separate and paid directly by you to the job boards. All prices exclude VAT where applicable.

Live in two weeks.

From sign off to every applicant being called within a minute, in two weeks.

Your rollout

Live in 2 weeks

Week 1

Discovery, screening criteria,
ad copy, account setup.

Week 2

**Voice agent live, SMS follow
up, booking flow, testing.**

Weeks 3 to 4

GROWTH

Portal or ATS integration live,
with no interruption to live
hiring.

The two week timeline starts once we receive sign off, payment, and your role details (screening criteria, interview or training availability). Job boards may take up to 48 hours to approve new ads.

Fair to candidates. Safe for you.



Upfront about AI

Candidates are told at the start of the call that they are speaking with an AI assistant.



Recorded with notice, UK GDPR

Calls are recorded with notice, and all candidate data is handled under UK GDPR.



A human checks every decline

No candidate is rejected by AI alone. A person reviews every decline before it is final.



Fair questions only

Screening questions avoid protected characteristics and focus on the role.

— NEXT STEPS

Ready when you are.

Try the live demo, choose a package, sign off, and we go live within 2 weeks.

01 Try the live demo

02 Choose a package

03 Sign off, and we go live within 2 weeks

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EMAIL

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WEBSITE