

# Staffing & Recruiting

Revenue Enablement in the AI Era

As part of our broader Revenue Enablement in the AI Era research, we surveyed sales, marketing, and RevOps leaders across industries, including a cohort from the Staffing and Recruiting sector.<sup>1</sup> **The picture that emerges is of an industry actively deploying AI across its operation, but where foundational alignment gaps are limiting what that AI can actually deliver.**



100%

report AI has increased team efficiency



~50%

say AI has dramatically improved personalization



#1

barrier to adoption: lack of training & expertise

## AI Is Everywhere... but Results Are Uneven

Staffing respondents are not sitting on the sidelines. Every respondent reported AI has increased their team's efficiency, and nearly all of their enablement content is at least partially AI-assisted. AI is touching the full operation (candidate sourcing, talent matching, client outreach, communications, and internal coaching) with no single function dominating.

Yet the results are split. **About half say AI has dramatically improved personalization and the buyer experience. The other half report some improvement, but inconsistent.** That gap between the firms figuring this out and those still navigating uneven results is the central story here.

**AI is amplifying what's already there.** Where processes are connected and messaging is consistent, AI delivers. Where they're not, AI accelerates the inconsistency.

# The Infrastructure Gap Is the Real Problem

If there is a single throughline in this data, it's structural: **the systems connecting sales and recruiting are not integrated, and that fragmentation limits everything built on top of it.** When asked about their biggest challenge in enabling sales and recruiting teams to work together, the most common answer by a wide margin was lack of integrated CRM/ATS systems.

## Most common challenge

Lack of integrated CRM/ATS systems (cited by nearly every staffing respondent)

## Second most common

Difficulty tracking ROI or source attribution and misalignment on priorities or goals

## Broader pattern

Half of respondents describe enablement as "managed separately by department." That's higher than the overall survey population.

The same theme emerged in the general survey questions. Top enablement challenges cited by staffing respondents included disconnected tools and data, lack of consistent messaging or playbooks, and misalignment between marketing and sales. These are three symptoms of the same root cause: **when CRM and ATS aren't talking to each other, pipeline visibility disappears, attribution becomes guesswork, and messaging stays siloed.**

## What's Actually Working

Despite the infrastructure gaps, staffing respondents showed meaningful confidence in AI-driven prioritization, with about half reporting **they use predictive insights regularly to prioritize prospects and candidates.**

**On content, the most effective tools for winning new staffing clients were personalized proposals or outreach templates and recruiter performance analytics.** Proof-of-performance content resonates. Clients in this space want evidence of what your recruiters actually deliver, not just thought leadership.

## The Candidate Relationship Question

The most thoughtful signal in this data came from the forward-looking question: **how will AI influence your ability to attract and retain top candidates over the next two years?** Responses split evenly between two camps: those who believe AI will significantly improve speed and personalization and those who believe it will improve efficiency but not the candidate relationship itself.

There is a genuine awareness in the industry that AI can accelerate process without deepening human connection with candidates. And in staffing, where the candidate relationship is the product, that distinction matters enormously.

## WHAT THIS MEANS FOR STAFFING LEADERS

- **Solve the CRM/ATS integration problem first.** AI-powered personalization and attribution are downstream of clean, connected data. Without it, you're building on an unreliable foundation.
- **Invest in enablement, not just tools.** Lack of training and internal expertise is the leading adoption barrier. New AI tools without a structured rollout plan produce the "some improvement, still inconsistent" outcome.
- **Let performance data do the selling.** Recruiter analytics and personalized proposals are what's winning new clients. Build an enablement strategy anchored in evidence, not just content.
- **Be intentional about where AI leads and where people do.** The firms seeing dramatic improvement have made deliberate choices about what AI accelerates and where the human relationship has to remain central. That clarity is the competitive advantage.

<sup>1</sup> Staffing/Recruiting respondents represent a subset of 154 total survey participants in the Revenue Enablement in the AI Era survey (LeadG2, January–February 2026). Findings are directional and reflect the perspectives of this cohort. LeadG2 • [leadg2.thecenterforsalesstrategy.com](https://leadg2.thecenterforsalesstrategy.com)