Case Study

Lowering candidate response time from 10 hours to 10 minutes.

How Johnson Controls partnered with Workday Paradox to elevate Workday Recruiting with conversational AI and improved their frontline hiring efforts across 150 countries.

Saying that Johnson Controls (JCI) has a global reach would be an understatement. The manufacturer is the worldwide leader in smart buildings and sustainable spaces — a position maintained by a team of more than 100,000 employees working across 150 countries. Because of their size, JCI's success is largely dependent on their ability to scale and localize processes to individual regions. And that all starts with how they hire.

JCI sought a global hiring solution.

Despite operating in a majority of all countries, Johnson Controls' recruiting team was struggling to localize their hiring efforts. Tasked with manually speaking to engineering, operations, manufacturing, and other frontline candidates around the globe, recruiters were forced to manually jump between candidate correspondence and Google Translate all too often. The segmented process prevented a smooth candidate journey, putting stress on recruiters to prevent drop-off by manually translating correspondence at scale to meet hiring needs.

Johnson Controls sought a solution: a way to optimize their tech stack within Workday to reduce time-to-hire across all regions. Moreover, they wanted technology that would create a seamless experience for both candidates and hiring managers.

> To get a tool that can overlay on top of Workday and free up time for recruiters to talk to people, that's a no-brainer.'

Seema Shah
Global TA Operations Manager, Johnson Controls



About Johnson Controls

Johnson Controls is a world leader in smart buildings, creating safe, healthy and sustainable spaces with a mission to reimagine the performance of buildings.

Company Website

johnsoncontrols.com

Workday Products

- Talent Management
- Workday Paradox
- Human Capital Management



Emma has decreased candidate response time by 98%, from 10 hours to 10 minutes.



With the ability to speak to candidates fluently, JCI has increased hires by 14%.



The ability to schedule interviews with AI has reduced time-to-schedule to 15 minutes.

An automated hiring process.

Johnson Controls partnered with Paradox to revamp their hiring with Workday Paradox Candidate Experience Agent. Now, they leverage an AI agent named Emma to automate early phases of their application process while taking the burden of globalization off their recruiters' shoulders.

When candidates are interested in working for JCI, they begin an application through Workday Recruiting, and Emma will instantly reach out to screen them for qualifications through a series of simple text messages. If they're deemed qualified, she will automatically offer interview times based off recruiter availability. When a candidate selects a time, she'll notify the recruiter and place a calendar hold. Should someone need to reschedule the interview, they just shoot Emma a text, and she handles the rest without any more manual input.

Multilingual functionality at scale.

With Emma, JCI is able to globalize their recruiting efforts with ease. If a plant manager in London needs to quickly hire 50 manufacturers, they can open a requisition and let Emma handle all the administrative work. But hiring for one plant in one language is easy — what about hiring for an executive role with a global candidate pool?

Well, that's where Emma really shines. Fluent in 18 languages, Emma meets each candidate where they are, and interacts in their language. So if a candidate starts speaking in Spanish, Emma will change her communication on a dime. And if the recruiter filling the role is based in America, Emma will translate back the candidate profile information and give updates in English, seamlessly. No wasted seconds, no friction. Just candidates getting screened faster, scheduled faster, and having their questions answered faster. Speaking of questions, JCI gets around 190,000 of them across 17 different languages every year. And Emma answers every single one of them in seconds.



Being able to not have to think about scheduling and know that it will happen is a huge cost and time saver.

Seema Shah
Global TA Operations Manager



If we can speak to people, we can hire faster. That speaks volumes for our ROI.

Seema Shah
Global TA Operations Manager

How Emma creates flexibility.

Emma's connection with candidates spans entire hemispheres, but her impact is equally felt by individual recruiters. In large part, this is because Emma has added a new element to JCI's hiring process: flexibility. When JCI wants to open up their candidate pool globally to truly find the best person for a corporate job, Emma can do that. And when they want to hire en masse for a hyper-specific location, Emma can do that too.

Despite their size, Emma makes JCI nimble; they can hire whomever they need, wherever they need, in any language, seamlessly. And recruiters never have to spend time worrying about translation, or missing out on top talent because they couldn't screen fast enough.

> "You can't put a value on how this experience has been a game changer for our candidates and recruiters.
>
> **Seema Shah**
> Global TA Operations Manager

Seamlessly integrated with Workday.

When Emma screens or schedules a candidate, all information is synced back with Workday Recruiting, JCI's system of record — and the first touchpoint the candidate interacted with. That way, candidates can apply for a job through a frictionless text conversation while JCI's recruiters can efficiently work in the system they use everyday.

When JCI's recruiters want to manually review and advance candidates to the next stage of the hiring process, they just enter a status update in Workday Recruiting, and if that step involves Emma she will automatically initiate the next action.

> "Emma allows us to connect the dots and move further into a more modern talent acquisition function.
>
> **Mike Aronson**
> Senior Director of TA Global Operations

JCI's AI-driven results.

Adopting conversational AI and implementing Paradox has seamlessly facilitated candidate conversations across the globe, significantly reducing JCI's application times. Emma has helped JCI transcend time zones and language barriers, helping the best candidates connect and find the right roles quickly and without friction.

Overall, the AI-powered application flow has led to a 14% increase in hires and a dramatic 98% decrease in candidate response time (from 10 hours to just 10 minutes).

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+1-925-951-9000 +1-877-WORKDAY (+1-877-967-5329) Fax: +1-925-951-9001 workday.com

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