

SimplifAI Case Study: How Skool-Integrated Automation Streamlined Recruitment Across 5 Job Roles

One-sentence win: SimplifAI cut manual applicant tracking and communication efforts by replacing Zapier with n8n, automating candidate screening-to-community onboarding across five digital talent roles.

Industry: Technology & Digital Marketing

Service: Automation

Timeline: 2025-08-12 → 2025-09-03

Project URL: [Project Documentation](#)

Client Background

Recruitment had become a daily bottleneck as their expansion required high-volume candidate pre-screening for multiple roles — from SEO specialists to paid media experts — without sacrificing quality. Their team, led by CTO Mo, senior strategist Moshiur and overseen by automation developer Kabir, aimed to remove repeated manual steps while improving candidate experience and team productivity.

Initial Goals:

- Migrate automation platform from Zapier to n8n for scalability and reduced cost
 - Centralize all candidate data into a live Google Sheets tracker
 - Automate entire applicant journey from form submission to community onboarding
 - Preserve human oversight for final interviews and evaluations
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The Challenge

SimplifAI's legacy hiring workflow relied heavily on manual actions and a fragmented set of automation tools. Each job post required its own form and assessment link distribution, followed by back-and-forth emails and manual updates in spreadsheets.

Delays and missed follow-ups were common, and the Zapier plan costs were escalating as task volume increased. Moreover, managing five distinct job channels (SEO, developers, video editors, paid media, and social media managers) required constant monitoring — draining hours each week from senior managers who needed to focus on vetting top candidates instead of moving files and sending emails.

Key Problems:

- **Disjointed Automation Stack:** Multiple Zapier workflows prone to breaks and duplicate data entries.
- **Manual Emailing & Scheduling:** Recruiters manually sent Calendly and community invites, increasing response lag.
- **Limited Visibility:** Applicant status took several hours or days to update in the tracker.

Business Impact: Recruitment delays reduced talent intake velocity and increased overhead. The HR and marketing leadership estimated over [] hours per week of lost productivity from repetitive clerical tasks.

Our Solution

Strategic Approach

The team implemented a comprehensive automation system leveraging **n8n** to replace Zapier's complex, fragmented workflows. The objective was to create a single, reliable automation pipeline — from form submission to interview scheduling — while retaining human discretion on final evaluations.

What We Did

Phase 1: Foundation — Platform Migration

- Migrated all workflows from Zapier to n8n for improved flexibility and zero recurring task limits.
- Integrated Tally Form API, Google Sheets API, and email sending service through a single orchestration layer.
- Created Google Sheets structure with columns for ratings, pass/fail status, timestamps, and invite tracking.

Phase 2: Streamlined Candidate Intake

- Designed custom Tally forms with hidden “Position Type” fields for each role.
- Configured n8n webhook to trigger upon each form submission, instantly logging data into the “Applicant Tracker.”

- Automated initial “Applied” status tagging with precise timestamping.

Phase 3: Intelligent Communication Automations

- Automated thank-you and next-step emails.
- Configured logic in n8n to monitor status changes in Google Sheets:
- **Pass** → triggers Skool community invite + success email
- **Fail** → sends a personalized decline message
- Reengineered onboarding flow so that initial applicants receive direct community invitations, promoting engagement before interview.

Phase 4: Manual Vetting Flow

- Simplified Mosher’s interview process to manual-only scheduling post-review.
- Updated instructions and templates for custom invites to the “Bangladesh Digital Talent Hub” on Skool.
- Standardized high/medium/low evaluation scoring in the tracker for performance consistency.

Technology Stack

- **n8n** — workflow automation and orchestration
 - **Tally Forms** — candidate intake & data collection
 - **Google Sheets** — real-time applicant database
 - **Calendly** — interview scheduling
 - **Skool** — community onboarding platform
 - **Custom Email Templates** — dynamic content triggered via automation
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Implementation Timeline

2025-08-12 to 2025-08-17 — Project kickoff, platform setup, and workflow prototype.

2025-08-18 — Email and Google Sheets trigger logic tested successfully.

2025-08-21 — Workflow running end-to-end; email delay added for natural candidate experience.

2025-08-25 — Email sending bug fixed; migrated automation to new n8n instance.

2025-09-02 — New Skool onboarding-first flow rolled out, with manual interview scheduling for passed candidates.

2025-09-03 — full integration live with Skool onboarding operational.

Results

Automation Performance

Metric	Baseline	Result	Improvement
Recruitment admin time per week	[] hrs	[] hrs	[]% reduction
Candidate communication delay	[] days	Instant (<10 min)	[]% faster
Manual tracking updates	100% manual	95% automated	[]% automation rate

Note: Metrics marked [] to be updated upon next reporting cycle.

Business Impact

- **Reduced Operational Cost:** Transition from Zapier to n8n eliminated subscription fees and manual task redundancy.
- **Streamlined Hiring:** Enabled a “single-form-to-interview” model, minimizing applicant drop-off.
- **Improved Candidate Experience:** Applicants instantly join the Skool community, engaging before interview — enhancing retention by []%.

Visual Results Needed

- Automation workflow chart (n8n pipeline overview)
- Before/after email response timeline comparison

Client Testimonial

"[Client testimonial to be added]"

Key Takeaways

1. **Automation Enables Scale with Precision:** n8n’s modular architecture proved flexible enough to manage five role-based recruiting pipelines.

2. **Integrations Build Efficiency:** Centralizing all systems — forms, data, scheduling, and community — created a unified operational workflow.
 3. **Human-in-the-Loop Model Wins:** Retaining manual review post-screening improved quality control without slowing automation throughput.
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What This Means for Your Business

This case study shows how marketing and technology firms can drastically reduce operational friction by integrating workflow automation platforms like n8n. Businesses with high recruitment or onboarding volume can replicate this hybrid automation approach to balance scale, personalization, and efficiency.

Services Provided: Automation Engineering, Workflow Optimization, Tool Integration

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