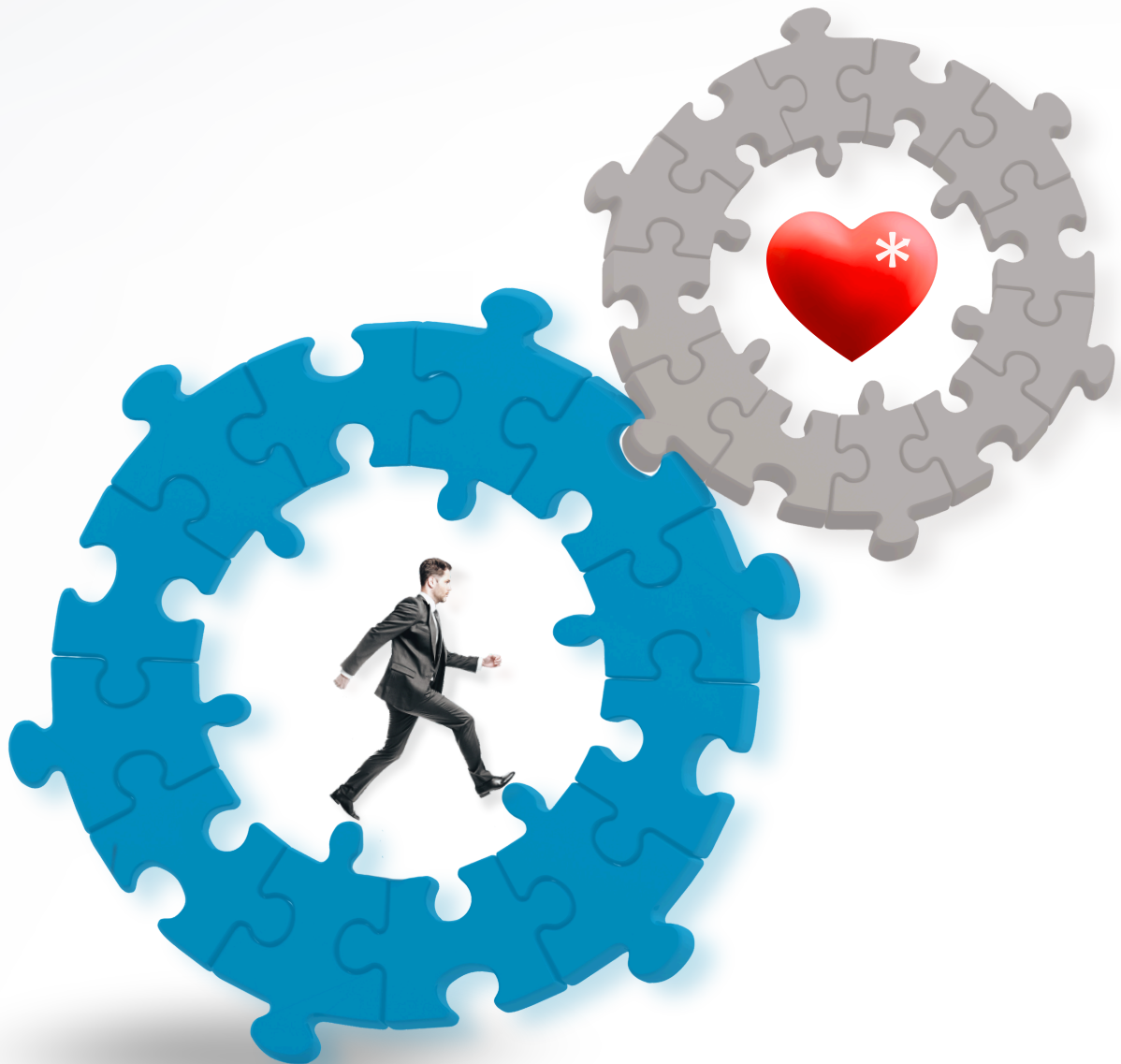


Innovation on Wheels

HOW STAFFMARK TESTS AGENTIC AI WHERE WORK HAPPENS

By Stacey Lane, CEO, and Radi Jaarsma, VP of Digital Strategy and Transformation
- Staffmark Group



A Staffmark Series
(PART 3 OF 3)

In this three-part series, Staffmark leaders dig into how they are making agentic AI a key part of the employment journey ... but not the heart of it.

Real AI. Real Workflows. **Real Proof.**

Who will the agentic era reward? Not the employers that automate the fastest, but the ones that integrate AI with intention and accountability. In hiring, you cannot test in theory. AI has to work in real employment workflows, with real people, under real pressure.

That is why Staffmark does not evaluate agentic AI in isolation or roll it out at scale without proof.



Why We Don't Test in Isolation

Many organizations approach AI adoption like traditional software: build, deploy, train, and hope adoption follows. But agentic AI is different. It changes processes and workflows for recruiters and teams. It touches the experience of candidates and employers in ways that are immediate and visible. It shapes communication. It influences decisions. It can either strengthen trust or quietly erode it.

In the employment journey, there is no room for “good enough” experimentation at scale. If a conversational agent mishandles a candidate question, the candidate feels dismissed. If a scheduling automation makes the wrong recommendation, an employer will feel the friction. If AI agents work from messy or inconsistent data, every downstream experience becomes less reliable.

Getting agentic AI right means starting somewhere specific — and for Staffmark, that place is on the road.



Staffmark's **Mobile Innovation Lab**

At Staffmark, we leverage a localized, take-it-to-the-field philosophy to test innovation **in places where our customers and talent work**. Our Mobile Innovation Lab is how we bring emerging technologies, including AI, directly into real work environments. Instead of testing tools in isolation, we take our innovation capability to the point of need.

When we pilot an AI screening agent, conversational assistant, or automation workflow, our technology experts work side by side with recruiters, onsite workforce managers, and hiring teams.



Together, we observe what works, what fails, and where humanity and heart need to play a stronger role.

DRIVING KEY OUTCOMES FOR OUR CLIENTS

What do Staffmark clients gain from the Mobile Innovation Lab? Lower risk, greater precision, and informed scaling strategies.



Lower Implementation Risk

AI solutions are validated in live hiring environments before scale, protecting client workplace operations from disruption and unproven technology.



Market-Specific Precision

Tools are evaluated across industries, labor markets, and workforce models to align with hiring realities, not generic automation logic.



Scale What Performs

Only solutions that demonstrably improve speed, match quality, communication, and workforce stability are expanded across client environments.

How the **Mobile Lab** Works

Unbounded by one geography or test, our Mobile Innovation Lab today is a roving AI proving ground that allows Staffmark to:



1. Go Where There's Need

Innovation at Staffmark is not confined to IT, a headquarters team, or a single market. With hundreds of locations across the United States, we can bring agentic AI directly into branches, onsite locations, and client environments where real work is happening.

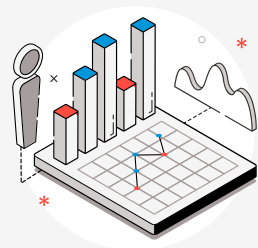
This mobile lab goes where the variables are, not where operations run perfectly, so we can test solutions amid the real-world conditions employers face.



2. Test Across Real Conditions

Because we mobilize our testing efforts, we can evaluate agentic AI across a wide range of environments, including:

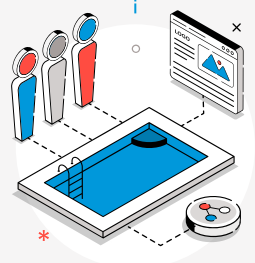
- * Different geographies and labor markets
- * Different job types and industries
- * Varying talent supply and skill gaps
- * Different client expectations and workforce models



3. Scale with Intention

The Mobile Innovation Lab is expandable by design. We can start small, piloting an agent in a single branch, onsite location, or client environment. As confidence grows, we expand testing across multiple locations, brands, or regions.

If results fall short, we can scale back just as easily. This flexibility lets us learn fast without disrupting operations, and it ensures we scale what works, not what is simply new.



4. We Build with the People Doing the Work

The most important feature of the Mobile Innovation Lab is not technology. It is proximity. Testing happens alongside recruiters, onsite leaders, and operations teams, not apart from them. Field teams are active participants, not passive recipients. Their feedback shapes how agents are tuned, where handoffs occur, and whether a tool earns the right to scale.

The Outcome: **Agility Anchored to Human Results**

Our Mobile Innovation Lab is how Staffmark stays agile in a world where technology evolves faster than traditional rollouts can keep up. It allows us to learn in real time, measure what matters, and scale only what improves outcomes for talent, employers, and our teams in the field.

For employers, that means innovation without disruption. It means faster hiring cycles supported by smarter screening, stronger matches driven by better data, and consistent communication that protects employment brands. It means emerging technologies are tested **in real-world environments before they reach scale, reducing risk while improving performance.**

In the agentic era, it is easy to chase speed and automation for their own sake. But in staffing, those innovations and accelerations are only valuable when they lead to better matches, clearer communication, stronger hires or talent matches, and measurable workforce stability.

The goal is not AI at any cost. The goal is progress with accountability. **That is how we protect heart in the agentic era.** It ensures automation reflects real needs, real nuance, and real humanity while delivering the operational results employers expect.



Explore **AI + Heart at Staffmark**

Staffmark combines agentic AI with experienced recruiters to deliver faster hiring, stronger retention, increased capacity, and measurable workforce performance. To learn how we're doing it while remaining the heart between people and jobs, visit www.staffmark.com or reach out to our team directly.