

Earlybird and Seetec

A New Standard for Success:
Transforming Employment
Outcomes

September 2025 Impact Report



Introduction

In the employment support sector, the challenge is to scale services and improve outcomes without losing the vital human connection at their core. The true potential of AI lies in how it enhances, rather than diminishes, personalised support. This mission is incredibly personal to me, as I've been both a participant in employability programmes and an adviser delivering them. Having seen firsthand the profound impact of a tailored service, we're building AI technology at Earlybird to help advisers focus on what they do best: providing that bespoke support.

Our partnership with Seetec is a prime example of this principle in action. This case study on their AI pilot showcases a new model for public service delivery where technology and human expertise work in tandem to drive tangible results. The successful pilot, which saw advisers able to support **an extra 126 participants** into work, reinforces our belief that the most effective solutions are both technologically advanced and deeply collaborative. We look forward to building on this success and furthering our shared mission of transforming employment services.



Claudine Adeyemi-Adams FIEP
Founder & CEO, Earlybird

In the evolving landscape of employability and public service delivery, digital innovation is no longer a future ambition, it's a present necessity. Our employment advisers are our greatest asset, but for too long, they were weighed down by administrative tasks: spending valuable hours on note-taking and follow-up emails, instead of directly with their participants. This was our core challenge.

Our recent pilot with Earlybird has reaffirmed my belief in the power of AI as a tool for efficiency, making space for more human connection. The results speak volumes, not just in metrics, but in the real-world impact on staff and participants. Some advisers using the platform **save at least 36 hours monthly**, freeing them up for more meaningful, one-on-one interactions, and participants are delighted as a result.

AI didn't replace our advisers; it enabled them. It created space for empathy, listening, and tailored support. In short, it supported the great work our advisers do with participants, work that is skilled, purposeful, and sustainable. We've been so impressed by the outcomes that our initial six month pilot across seven sites is now being **rolled out full-scale to all 21 of our locations, delivering a flagship national employability programme**. I'm incredibly excited about what our long-term partnership will bring.

Becky Miles
Operations Manager, Seetec



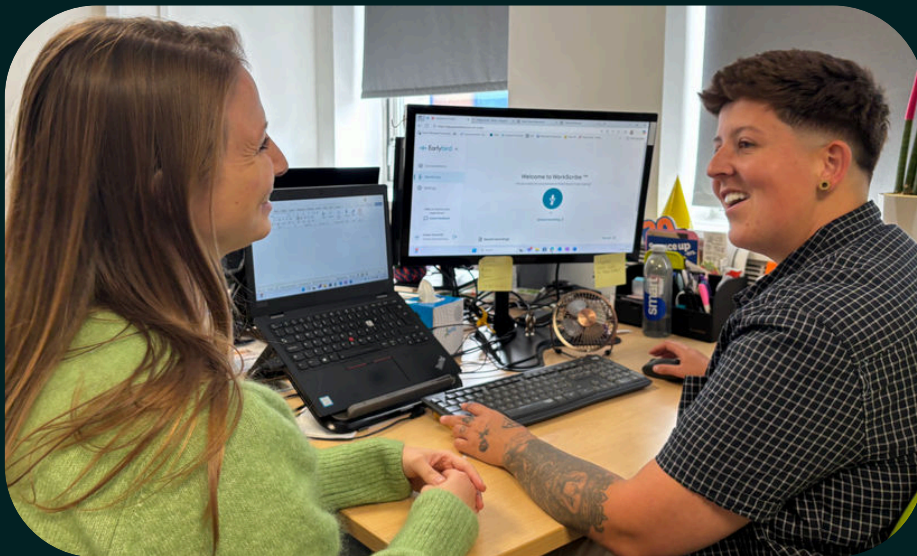
For 35 years, I've seen what drives positive outcomes in this sector. I'll admit, I had my reservations about how much of an impact AI could have. After seeing the tangible results of our partnership with Earlybird - watching our employment advisers get back the time they needed to focus on our participants and seeing our **teams rise in the national leagues** - I'm blown away by how much potential we're going to unlock together.



Steve Hart

Executive Director for Employment, Seetec

Pioneering AI in Employment Services



Seetec, one of the UK's largest employee-owned companies and a leading public service provider, is driven by a mission to change lives for the better. As a key delivery partner for a national flagship employability programme, they're committed to innovation. This commitment led Seetec to seek an innovative partner in Earlybird. Their vision was to augment human potential, not replace it, by solving a critical challenge: their dedicated advisers were spending significant time on administrative tasks instead of engaging in meaningful, one-on-one interactions.

Pioneering AI in Employment Services

Earlybird addresses these challenges across two key use cases, supporting participants and advisers:

1

Conversational AI Agent for Vocational Assessments

Available 24/7 and in over 50 languages, the voice-powered AI agent autonomously conducts a vocational assessment to prepare advisers for their first meeting. By analysing participant responses and proactively determining follow-up questions, the agent ensures the adviser is equipped for a more impactful and productive initial interaction. This streamlined process increases engagement and sets the stage for a stronger relationship from day one.

2

WorkScribe: AI-powered Transcription & Actions for Discovery Meetings

During a meeting, WorkScribe converts live adviser-participant conversations into structured case notes, extracting key insights. The software can then create post-meeting materials such as action plans and follow up emails, dramatically reducing post-meeting administrative burden. By handling the often tedious transcription and note-structuring, WorkScribe gives advisers the freedom to be more present and empathetic, allowing them to truly focus on listening and providing tailored support.



A Robust Methodology for Unlocking Outcomes

Seetec and Earlybird co-designed the pilot with a clear goal: to prove the platform's tangible difference, which spanned from December 2024 to September 2025. To do this, they established a rigorous methodology, comparing results from pilot sites that had access to the Earlybird platform with a control group that did not. This approach ensured the outcomes were directly attributable to the technology.

The Results Are In: Seetec Climbs the League Tables

Higher Company Performance Nationally

As a direct result of the partnership with Earlybird, Seetec made a significant leap in national performance for the flagship employability programme. In just six months, they rose from **9th to 3rd** in First Earnings and from **12th to 3rd** in Job Outcomes.



Higher Speed to Job Starts

Earlybird reversed a critical trend: where pilot sites previously lagged behind non-pilot sites by 0.28% for job starts within 90 days, they now **outperform them by 2.40%**. In human terms, this means **126 extra participants into jobs**, a 2.68% increase on last year.



Increased Site Performance

The **4 highest performing sites at Seetec are now pilot sites**: Weymouth, Swindon, Bournemouth and Torbay; this particularly significant given overall, pilot sites lagged behind non-pilot sites for the previous year.



Increased Team & Individual Performance

Pilot teams demonstrated an **8% increase in performance** against target vs. non pilot sites. A standout performer is Scott Reynolds, who regularly exceeds his personal target. In his highest performing month, he hit **157% of his target**, supporting 11 participants into roles.



1

Outcomes from the Conversational AI Agent

Higher Participant Engagement

Pilot teams showed stronger participant engagement, leading to a higher conversion rate. Discovery meeting attendance for pilot sites **averaged 67.12%** compared to 64.77% for non-pilot teams.



At pilot sites, there was a **5% increase** in participants starting the programme pilot sites vs. non-pilot sites.



Flexibility of Out-of-Hours Interaction

The AI agent provides participants with much-needed flexibility. **40%** of all interactions happened beyond standard working hours, proving the tool's ability to meet their needs anytime, anywhere.



2

Outcomes from WorkScribe

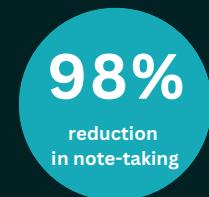
Reclaiming Time for Human Connection

WorkScribe has immediately delivered on its promise to reduce administrative burden for advisers. Advisers reclaim at least **36 hours per month** - that's 12-18 minutes of admin time per meeting - allowing them to focus on meaningful interactions and better support participants. Once fully rolled out across all 21 sites, the platform is projected to help save **over 4,500 hours per month**.



Seamless Compliance and Professionalism

Seetec's Compliance Leads noted WorkScribe dramatically improved the quality of action plans, smart actions and general notes. It **eliminated 98% of manual transcription and 90% of conversations included clearly structured action items**, which is important for external auditing. Managers noted a decline in audit flags related to vague or incomplete notes, demonstrating the platform's significant impact on compliance.



Adviser ratings

Advisers rated WorkScribe highly for its effectiveness in improving their daily workflow.

The tool received exceptional ratings for:

- Usefulness for session prep: **4.7/5**
- Clarity of action summaries: **4.6/5**
- Accuracy of transcript: **4.4/5**



People Perspectives: Earlybird is a Game-Changer

“Our advisers on the front line quickly recognised the platform's transformative impact on their daily roles, allowing them to be more present and effective in their interactions with participants. This technology didn't just move metrics; it levelled the playing field for our neurodiverse staff and helped English for Speakers of Other Languages participants communicate more effectively. The most powerful outcome, however, is the direct impact on the participant experience.

Becky Miles

Operations Manager, Seetec



The reason my adviser, Amber, and I have formed such a strong relationship in just two months is that she's 100% present in our sessions. She doesn't type notes or fill out forms on her laptop, which means we maintain eye contact. This makes me feel truly supported and heard.



Mandy

Participant, Seetec Employment Programme

I've formed closer relationships with my participants, like Mandy, through using Earlybird. It saves me at least an hour a day in admin and I don't have a backlog at the end of the day. The tech team actively encourages feedback; I recently suggested an offline mode for when we have poor internet, and Earlybird delivered this feature in a couple of days!

Amber Devenish

Employment Adviser, Torbay, Seetec



I've placed 11 participants into jobs, helping me achieve my highest-performing month ever, at 157% of my target! The reports I receive from the AI agent are amazing; they provide valuable context about a participant's background and the challenges they face, allowing me to build an action plan during our very first meeting. This is especially useful for my participants who don't have English as their first language.



Scott Reynolds

Employment Adviser, Bournemouth, Seetec

I'd genuinely be scared if I went back to my role without Earlybird! The difference it's made is day and night. As a neurodiverse employment adviser who often suffers from a mental block with admin, this is a game-changer. My participants also say it's incredible.

Katy-Jane Fox

Employment Adviser, Barnstable, Seetec



People Perspectives: Earlybird is a Game-Changer⁷

“ I was so anxious at the start of the programme, but interacting with the AI agent immediately gave me confidence. Its clear questions and friendly tone instantly put me at ease. I loved being able to choose whether to type or record my answers, which made the whole experience simple.

Participant, Seetec Employment Programme



The Results Have Exceeded All Expectations

The results of the pilot have exceeded all our expectations, transforming how my team operates and the quality of care we provide. As a manager overseeing advisers across pilot and non-pilot teams, I'm in a unique position to see the clear impact. Before using Earlybird, my team was constantly trying to balance giving their full attention to clients while also writing notes and managing mountains of admin. Here are the main benefits I've noticed:

Better Participant Engagement

By eliminating admin work, my team is now able to run weekly three-hour job support sessions with participants, something that was unheard of before. We're also proactively leading peer learning groups, such as the "Comfort Club" created by two of my advisers.

Improved Performance and Metrics

Since we started using Earlybird, our overall performance has increased substantially. The platform has helped my advisers improve their compliance, and our participants are getting into jobs faster. Our attendance metrics have also risen, and we did not see the usual summer decline in attendance this year. I'm able to train the team better on framing what they're saying, as I now have a bird's eye view of their cases.

Unprecedented Safeguarding

One of the most significant benefits has been in safeguarding. Earlybird's comprehensive and factual notes have been a lifeline, removing any bias or emotion from the case notes. This level of factual documentation was just not possible before.



Kayleigh Pegg
Business Manager, Seetec

My non-pilot team keep asking me when they'll finally get access to the Earlybird platform!

”

From Pilot to Rollout: The Next Chapter

This collaboration between Earlybird and Seetec demonstrates a powerful model for the future of public service delivery. The successful pilot has not only proven the immediate impact of thoughtful AI adoption but has also laid the foundation for a long-term, scalable partnership.

Scaling Success

Following the pilot's undeniable outcomes, the partnership is expanding from 7 to all 21 Seetec sites, delivering a flagship national employability programme. This full-scale rollout is projected to deliver even greater efficiency gains and improved participant outcomes across the board, proving the model is both effective and scalable.

A New Standard for Performance

By helping Seetec rise to 3rd place nationally in key league tables, this pilot has set a new benchmark for what is possible in employment support.

Empowering the Workforce

The platform continues to empower advisers, saving them at least 36 hours per month, freeing them from administrative burden to focus on meaningful, human-centered support. This commitment to augmenting, not replacing, human expertise remains at the core of our shared mission.

Ready to Transform Your Service?

Want to empower your teams to save over 36 hours a month and focus on what matters most? Reach out to explore how we can help you to innovate.

[Contact Us](#)

The Sector's First AI Report

In 2024, Earlybird released the employment support sector's first AI report gathering crucial perspectives from sector leaders about the adoption of AI.

Hear insights and analysis from ten sector leaders on how the sector should navigate the rapid adoption of AI technology.

[Download Now](#)