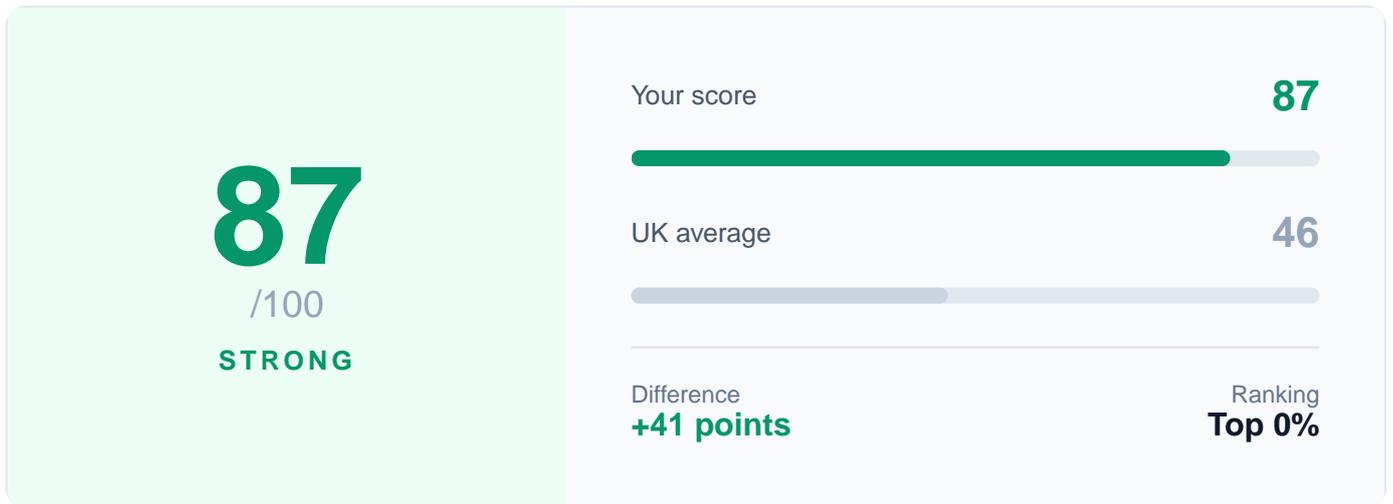


PREPARED FOR

Bremont

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Estimated Cost of Inaction

- 72% of candidates now use AI tools to research employers before applying.
- Employers with low AI Visibility receive up to 30% fewer quality applications — candidates can't find accurate information, so they don't apply.
- Each unfilled role costs an average of £4,700 per month in lost productivity, overtime, and recruitment spend.

This report is based on publicly available data from bremont.com. Scores are calculated using the OpenRole AI Visibility methodology.

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