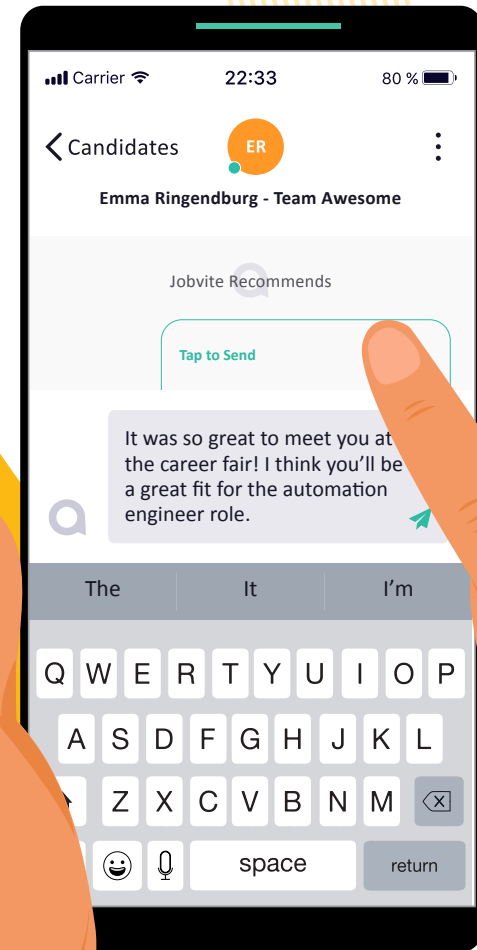


JOBVITE

A Quick Guide to the Benefits and Best Use Cases for Texting in Recruiting



Introduction

Have you ever responded to an email from someone you didn't know? Accepted a LinkedIn request for networking, only to discover it's a sales pitch in disguise? Answered a call from a number you didn't recognize, just to learn your vehicle warranty "may be out of date"?

As of March 2020, spam accounted for **almost 54%** of all email and **the average American received 28.4 spam calls a month**, 10 more than a year earlier. Since we are all receiving so much spam, how can recruiters ensure their messages stand out?

The answer is intelligent text messaging, or what we at Jobvite call **Intelligent Messaging**. With this communication technology solution built directly into your entire talent acquisition process, you can break through the noise, reach more candidates faster, reduce time-to-hire, and improve the overall candidate experience.



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Why it Works

Communication is evolving, and over 50% of recruiters are in on it

Intelligent texting is the next evolution in Recruitment Marketing and forward-thinking recruiters are taking advantage. Why? Many people are tied to their cell phones, so it's not surprising that many job seekers now use their **phones more frequently than their computers** to research and find jobs. Even more compelling, according to Jobvite's 2020 standout surveys (**Job Seeker Nation Report** and **Recruiter Nation Survey**), 60% of workers who received a text message after applying for a job preferred this type of communication over email or phone call. Not surprisingly, as a result, 66% of recruiters are texting to communicate with candidates. It's a win-win for both the recruiter and the candidate.

Texting technology integrated with your ATS

With **texting technology integrated into your central TA stack** you don't have to worry about rogue communications with candidates. Texts can be seen by all stakeholders with real-time updates. Additionally, texts can be automated based on business rules within the hiring process, saving your recruiters from wasting their time with unnecessary conversations.

Mobile texting has higher read rates

When comparing the two side by side, the advantage of text recruiting over email is obvious. Nearly all mobile recruiting texts (**98% to be exact**) have a successful open rate. In comparison, the open rate for emails is just 20%.

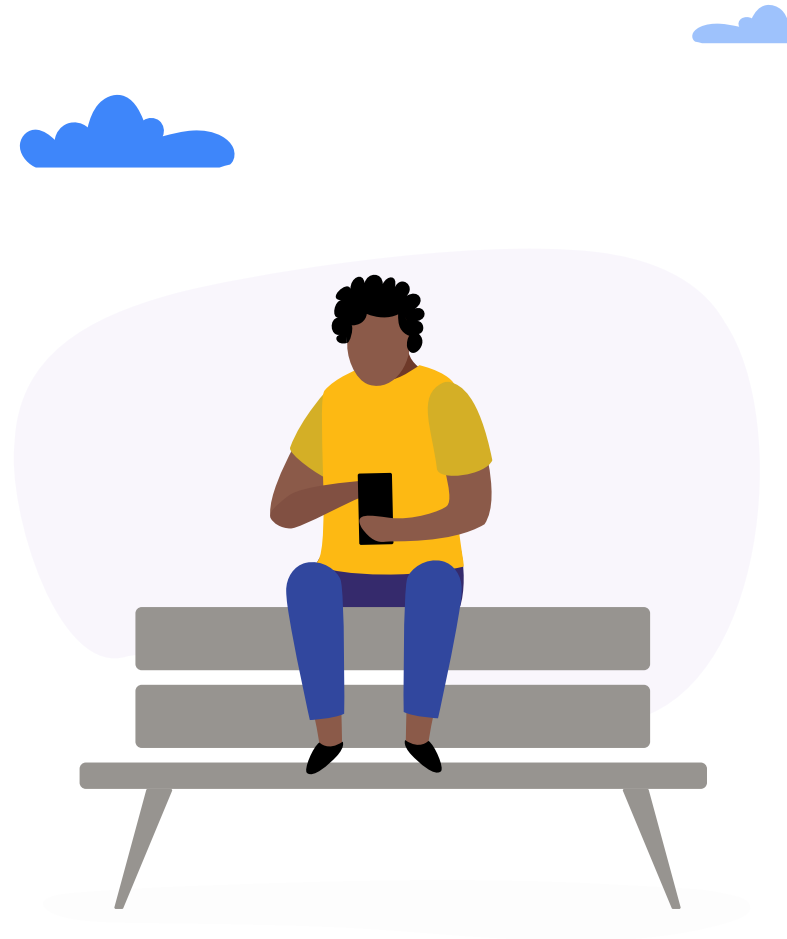
The higher response rate for texts is attributed to several factors. One is that people are near their phones more often than their computers. The second is that unlike some emails, text messages don't get erased or sent to spam. Finally, job seekers don't like to wade through lengthy emails. They want to know, in 160 characters or less, about the job status.

Most texts are answered in minutes

The fact that people have their phones with them throughout the day has multiple advantages for hiring managers. One is fast communication. Since job seekers are bound to have their phones handy when they receive your text, you'll get a faster response rate than with email. Through text messaging, job seekers and hiring managers break down traditional barriers of communication to produce a highly effective way of filling a job vacancy more quickly.

Further diversify talent pool

Today, not everyone accesses the internet through a computer. For instance, in 2019 [Pew Research](#) found that 25% of Hispanics' and 23% of African Americans' only access to internet is through their phones. It also found that 46% of people making less than \$50,000 annually in the US are completely dependent on mobile for internet access. If your goal as a recruiter is to introduce more diversity into your workforce, including by socioeconomic backgrounds, age, or race, you'll find your recruiting success will increase by integrating a multi-channel approach that includes mobile recruiting tactics into your recruiting programs.



Get Started with a Multi-Channel Approach

If you want to win over candidates, you need to reach them where they are – via **text**, social, chat, video, and any other channel that allows for convenient and real-time conversation. Long forms – cumbersome requirements like cover letters and non-mobile communication – simply don't match the way some candidates want to converse today.

Real-time communication will be your competitive advantage. With a more innovative, conversational recruiting approach that's dynamic, fast, and continuous, you can **cut time-to-hire in half** with clear, consistent, and easy communication across multiple channels. In the time it takes your competing recruiter to leave a voicemail and send an automated email, you've already texted with the candidate to schedule her second interview.

Learn how Community Health Network used intelligent messaging by Jobvite to increase candidate response rate and cut time-to-hire.

The Old Way



Recruiting with phone and email isn't enough

Multiple iterations, missed calls/emails, lengthy response times

The New Way



Recruiting with text and video reduces Time to Fill

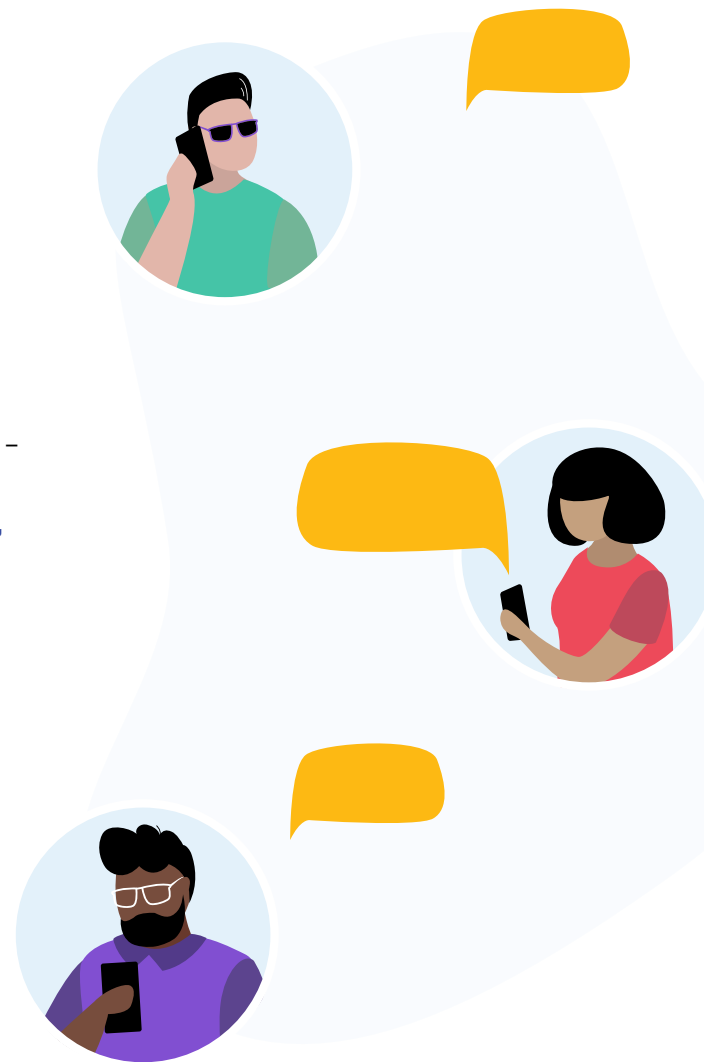
Engage with candidates in real-time, cut down on back and forth, streamline recruiting

Conversational Recruiting

Similar to today's consumer behavior, job seekers have renewed expectations of their job seeking experience. Recruiters not only have to reach candidates when and where they're most receptive, but the key is to also make your company accessible to candidates in a way that encourages two-way conversation.

To stand out, it's important to make it easier for candidates to engage – and converse – with your team at each step of the process. Known as “**conversational recruiting**,” this high-tech/high-touch strategy **fosters better candidate-recruiter relationships, and accelerates the pace of the hiring process.**

Conversational recruiting isn't about getting rid of emails or phone calls. Rather, it's about adopting an innovative approach to keep your company top of a candidate's mind and gives you – and the candidate – several ways to create a connection. It's important to have a recruitment strategy and the technology that meets the communication preferences of each candidate, at each stage, and not miss out on top talent. And text is the way to go for many.



Advance Each Stage of the Recruiting Process

Launch pre-apply and nurture campaigns

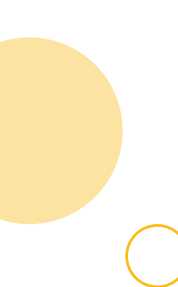
Texting can be used for the long game of recruiting to build your talent pipeline. For instance, you can engage passive candidates through a talent network (i.e., those potential applicants who are interested in your company but are not finding the right opportunity or ready to apply just yet). Your team can nurture this audience via targeted text campaigns, job notifications, events notifications, and other content, working towards conversion. You can also gather data to help determine a [candidate's hiring-readiness](#), or engagement score. By understanding a candidate's interest level, recruiters can create multiple audience types based on actual engagement data, not guesswork.

Quickly promote open positions

Intelligent texting provides recruiters a new way to reach more targeted audiences through automated audience segmentation. They can reach thousands of candidates quickly with personalized texts, while spinning off responses into individual conversations with recruiters – all directly to candidate phones. This is especially useful in situations of bulk hiring or seasonal needs. As we saw during the initial stages of the Covid-19 crisis, high-volume hiring in industries such as distribution and healthcare required organizations to get new hires in the door rapidly.

Pre-screen with ease

Pre-screening is a time-consuming part of a recruiter's daily responsibilities. It's time to be more creative. By screening applicants with text interviews, you'll be able to ask them pre-selected questions and record their responses instantly, allowing multiple conversations at once. Textbots can automate screening, so the process continues even when your recruiters are off the clock. Since these texts are [integrated in your recruiting software](#), you collect applicant data automatically. This helps other interviewers and hiring managers weigh in on whether a candidate has the skills and experience that would make them a good fit.



Imagine narrowing down your candidate list in less than an hour instead of waiting all day, or several days, for replies. Candidates will appreciate the fast communication, and you can select the most qualified individuals for the next phase in your process.

No more scheduling nightmares

Speed is the name of the game in recruiting. Tracking down a top candidate via phone call and even email to arrange a first, second, or third interview is time consuming. While you're chasing them down, they may already be meeting with your competition. TA texting technology changes all that with automated smart self-scheduling. Texting makes it easier for candidates to respond and for you to confirm interview appointments. Scheduling changes or unexpected cancellations can be communicated instantly so that neither side is left hanging.

Reduce hiring uncertainty

To take a line from Tom Petty and the Heartbreakers – “the waiting is the hardest part.” Applicants crave immediate feedback on the hiring process status and where they stand. With intelligent texting, they can easily reach out with questions, and you can easily communicate perks, benefits, and other company information. Many frequent questions can be answered through automation. Rather than agonizing over an email, you can let them know next steps in an instant.

Keep the conversation going

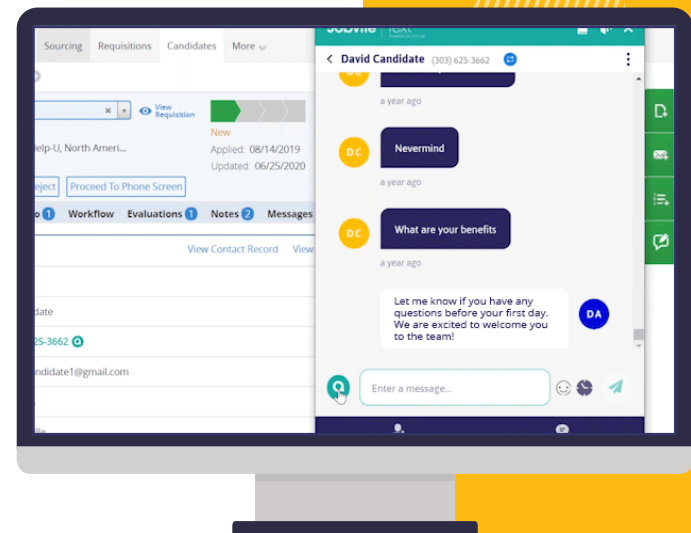
Whether it's an in-person event or a virtual hiring event, texting is an effective way to automatically reach back out to the group of potential candidates with next steps or follow up activities. Whether it's college recruiting or a veteran recruiting fair, candidates who took the time to attend are interested in finding a good opportunity. Show them it's with your company by keeping the conversation going.

Convert a Great Candidate Experience into a Great New-Hire Experience

Over 30% of new hires quit within the first 90 days of employment. **Intelligent text messaging** can nurture a new employee's interest, with ongoing communication, information, and encouragement from offer acceptance, to the first day and beyond. Continual positive feedback will result in a happier, more engaged new employee.

Automate regular new-hire contact, including messages about upcoming events, benefits, internal networking opportunities, and special projects. Also take a moment to ask new hires for feedback about the onboarding experience and keep them engaged until they have settled into their jobs.

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Conclusion

Modern recruiting depends on creating a highly personalized experience for candidates while using smart technology and automation to ease the burden for recruiters. Intelligent texting is a game changer in that equation. **Incorporating texting into your recruiting strategy** quite simply will save your recruiting team time and money, as well as delight candidates, bridging candidates from prospect to applicant to satisfied new hire.

Learn how Jobvite can help you achieve your goals with intelligent messaging baked into the entire talent acquisition process. **Contact us for a demo** today.



CONTACT US TODAY

About Jobvite

Jobvite is an end-to-end Talent Acquisition Suite that takes a marketing-first approach to intelligently attract dream candidates, automatically screen for the highest quality, engage employees invested in the future, and retain the people who care the most about your organization by combining the power of AI and the human touch. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, Schneider Electric, Premise Health, and Zappos.com. To learn more, visit www.jobvite.com or follow the company on social media @Jobvite

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