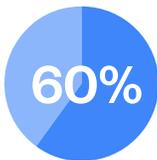# Recruit High-Quality Candidates Faster via Text

Recruiters who leverage texting engage 10x the number of candidates per week

60%

Texts from recruiters are preferred.
Over half (60%) of workers who received a text message after applying for a job preferred this type of communication over email or phone call.

Hire Better with Less Effort

- Less disruptive than screening calls
- Candidates respond in a timely fashion
- More personal
- Allows recruiters to source and assess quality candidates at scale
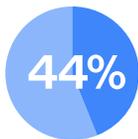- Highest read and response rates of all communication channels

98%

Nearly all mobile recruiting texts (98% to be exact) have a successful open rate.

20%

In comparison, the open rate for emails is just 20%.

Recruiters are comfortable using text messaging to source and especially communicate with applicants.

44%

44% have used text messaging to source potential candidates.

66%

66% have used text messaging to engage and communicate with current applicants.

Standardize, Track, and Measure a Deeper Level of Engagement

Recruiters are already texting candidates—many from their personal or company mobile devices or Google chat. How are these chats tracked today? They aren't! Utilizing a texting platform within your talent acquisition stack allows your TA team to:

- Simplify workflows for recruiters
- Protect their personal numbers (and bandwidth)
- Track all text conversations and store transcripts within their candidate profile
- Measure candidate engagement
- Standardize texting to protect your brand and more consistently engage candidates

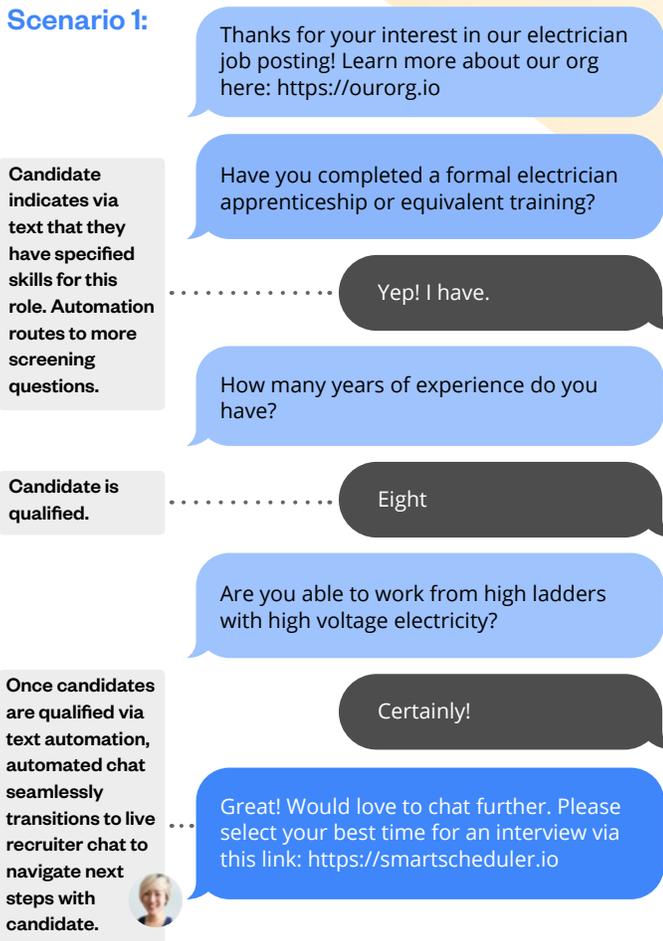A team of four **saves 922 hours per year** by taking advantage of text
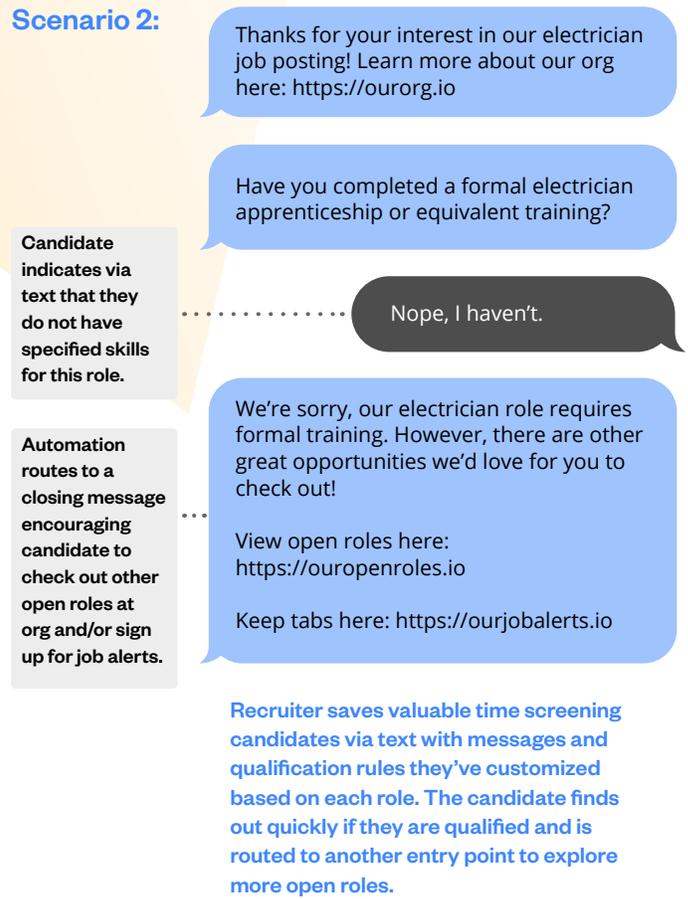
Find Quality Hires with Intelligent Screening

- Create text campaigns of scheduled and sequenced messages that can be sent to many candidates at once
- Route candidates to the best next step based on their response
  - *For example, if you're recruiting candidates who need a particular skill, those who indicate via text that they have that skill can be sent down a route to answer more screening questions. Those who do not have that skill could be routed to more information about how to acquire the certification, schooling, or be introduced to other open opportunities at your organization that they are more qualified for.*

    *Choose your own adventure sequencing (you get to choose what happens next!)
- Qualify candidates faster and spend more time engaging in meaningful conversations with top talent

Automate Screening and Route Candidates Based on Their Qualifications

Scenario 1:

Thanks for your interest in our electrician job posting! Learn more about our org here: https://ourorg.io

Candidate indicates via text that they have specified skills for this role. Automation routes to more screening questions.

Have you completed a formal electrician apprenticeship or equivalent training?

Yep! I have.

How many years of experience do you have?

Candidate is qualified.

Eight

Are you able to work from high ladders with high voltage electricity?

Once candidates are qualified via text automation, automated chat seamlessly transitions to live recruiter chat to navigate next steps with candidate.

Certainly!

Great! Would love to chat further. Please select your best time for an interview via this link: https://smartscheduler.io

Scenario 2:

Thanks for your interest in our electrician job posting! Learn more about our org here: https://ourorg.io

Have you completed a formal electrician apprenticeship or equivalent training?

Candidate indicates via text that they do not have specified skills for this role.

Nope, I haven't.

Automation routes to a closing message encouraging candidate to check out other open roles at org and/or sign up for job alerts.

We're sorry, our electrician role requires formal training. However, there are other great opportunities we'd love for you to check out!

View open roles here: https://ouropenroles.io

Keep tabs here: https://ourjobalerts.io

Recruiter saves valuable time screening candidates via text with messages and qualification rules they've customized based on each role. The candidate finds out quickly if they are qualified and is routed to another entry point to explore more open roles.

Conversational recruiting for the modern talent acquisition team

With textbot, recruiters can simultaneously assess and prioritize thousands of job seekers 24/7 without tapping a finger.

Bring your recruitment marketing beyond email with the ability to send a text to thousands of job seekers, keeping your talent pools engaged.

Job seekers can simply text a photo of their resume and their candidate profile is automatically updated with contact information and work history.

CRM integration means texting happens where recruiters are already working and where candidate profiles are stored.

> **To stay ahead of the competition,** the recruiting process has to be quick, easy and painless for the candidate. Candidates seem to have appreciated the flexible outreach, as much as we have appreciated the efficiency."
>
> **SVP of People and Culture,**
> **Consumer mobile app**

> **This is a game changer!** This is how you get RN's to respond! We set up tons of interviews yesterday in a fraction of the time we normally do."
>
> **George Cobb, Talent Sourcer,**
> **Arkansas Children's Hospital**

Accelerate your hiring process

Disqualify in
52 seconds

Complete screens in
4.4 minutes

About Jobvite

Jobvite delivers the Evolve Talent Acquisition Suite, an end-to-end solution, that takes a marketing-first approach to intelligently attract, engage, and activate dream candidates all while retaining the people who care the most about your organization. Jobvite combines the power of AI, automation, and the human touch. To learn more, visit www.jobvite.com or follow the company on social media @Jobvite.