



DirectEmployers
Association

HOUSEKEEPING TIPS

- If you have Webex issues, please email kacie@directemployers.org
- If you are having trouble with the audio broadcast on your computer, you may call in by phone. Click the “Request Phone” button on your event panel and wait for the event host to approve your request.
- Questions can be asked using the Q&A panel and will be read aloud at the end of the session.
- This session has also been submitted for HRCI and SHRM credits. Please email kacie@directemployers.org to obtain the credit information.
- Today’s webinar is being recorded and will be sent via email within a few days.
- Don’t forget to complete the post-event survey at the end of the webinar!

Last but not least...

Use #DEchat to tweet during the event!



Emissary

Text Messaging for Employers: Metrics, Use Cases & Best Practices

Contact Us
demo@emissary.ai

About US



Emissary.ai

Enterprise grade texting tools for recruiters.



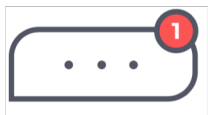
1-to-1 Texting



Text Campaigns



Short Codes



Texting Inbox



Text Retargeting



Share by Text

Learn More @
www.emissary.ai

Euan Hayward, Founder/CEO

Euan is a lifelong entrepreneur with 15+ years of experience in talent acquisition technology and media.

In addition Emissary, Euan founded Juju.com, one of the first job search aggregators, along with other recruiting technology ventures.

demo@emissary.ai

Poll: Adoption



Does your organization currently use texting to recruit?

- A) No, it's not a priority
- B) No, but it is a priority
- C) Yes, using personal devices
- D) Yes, using a platform

The Basics



Emissary

Opportunities

↑ Higher response rates

↑ Faster response times

↓ Time to hire

↓ Cost per hire

Risks

- Compliance
- Privacy
- Employer brand risk
- Lack of oversight

Why Texting Matters

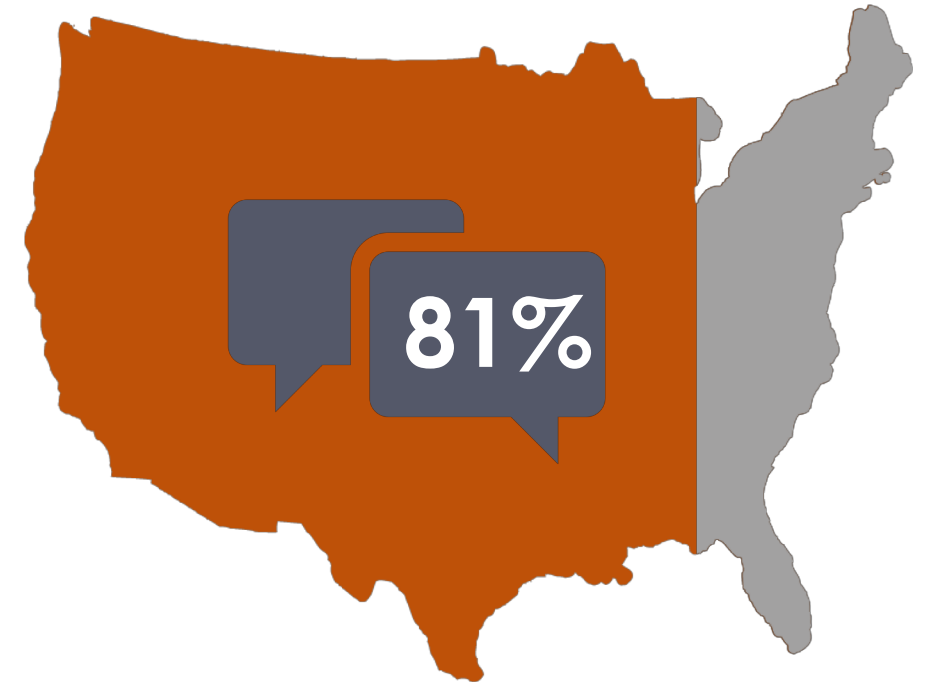


Smartphone Use in 2019

81% of Americans own a smartphone.¹

292 million people in America use text messages.²

Messaging is the **#1 reported use** of smartphones.³



¹ (PEW Research Center, 2019)

² (PEW Research Center, 2019)

³ (Axway, MarketingCharts)

Texting Usage & Attitudes



Americans spend an average of **55 minutes** a day texting.¹

The average response time for a text message is **6,000% (60x) faster** than email.²

89% of people like to text with businesses and service providers.³



¹ (TextRequest)

² (CTIA, HubSpot)

³ (PEW Research Center, 2019)

Texting vs. Email



AVERAGE OPEN RATE

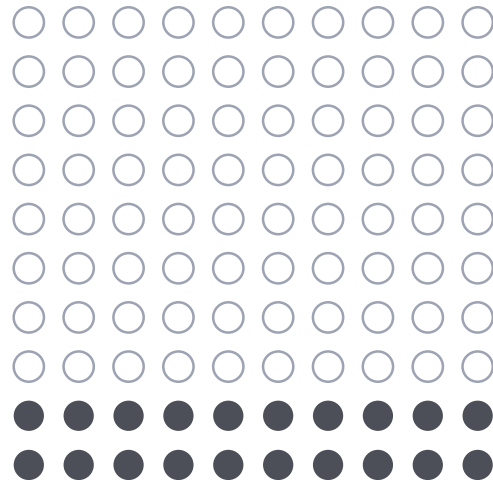
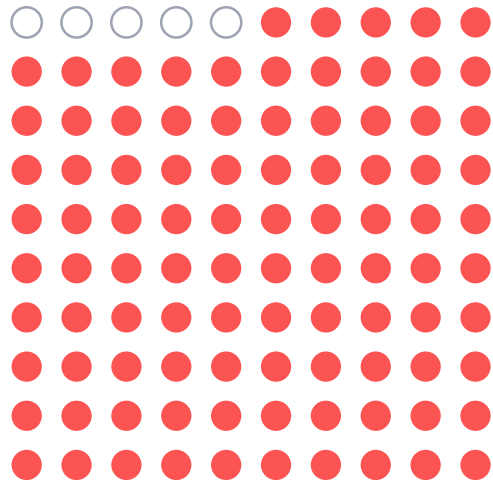


95%
TEXTING

vs



20%
EMAIL



Performance Drivers

Open rates are **95%+**.¹

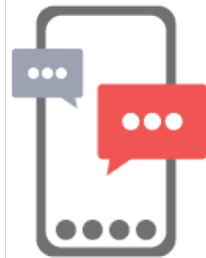
Read within 3 minutes, **95%** time.²

91% keep device within reach.

¹ (PEW Research Center, 2019)

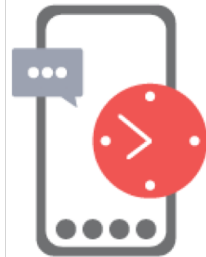
² (Forbes)

Why it Works for Recruiters



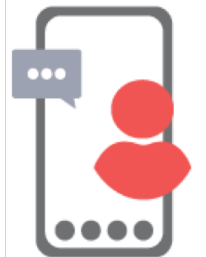
Texting is Brief

Texts tend to get right to the point, which makes them easier to read and respond to.



Texting is Convenient

Candidates can respond to texts on their own time...while they're in the elevator, waiting in line for lunch or stuck on a conference call.



Texting is Direct

Text messages are viewed as personal communications, so job seekers know they are reaching a real person.

ROI: Response Rate Impact



Text



Email

Messages Sent

100

Open Rate

80%

20%

Message Opens

80

20

Response Rate

80%

50%

Responses

64

10

Impact

6.4X More Responses!

ROI: Recruiter Time



Compensation

\$72,000

Hours/Year

2,000

Time Communicating

33%

5.16%

Pro-rated Cost

\$23,760

\$3,713

Hours/Year

660

103

Days/Year

83

13

Savings/Year

\$20,048

557 Hours

70 Days

Client Example: Major Retailer



Background

Major retailer with 25k+ employees in US.

Use Case: Remind candidates about hiring events.

Format: Text message with map link, sent the day before.



Impact

- 68% response rate in <24 hours
- 91% utilization of map link
- Large drop in no-show rate
- Texting now standard for events

Poll: Strategy Session



Are you interested in a free texting strategy session or demo with the Emissary team?

A) Yes

B) No

Text Recruiting Use Cases



Initial Contact



Texting candidates to confirm that their job application has been received and is under review can be a great way to keep them engaged in the process.

Text Recruiting Use Cases



Candidate Re-engagement

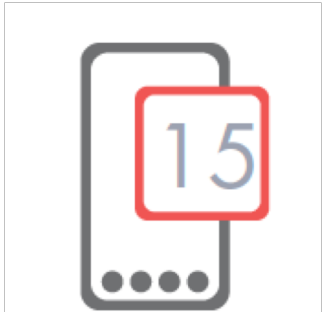


Text messaging is an extremely effective way to reach out to existing prospects in the ATS database at scale. Done right, candidates will feel like you're prioritizing them for consideration, boosting engagement.

Text Recruiting Use Cases



Scheduling

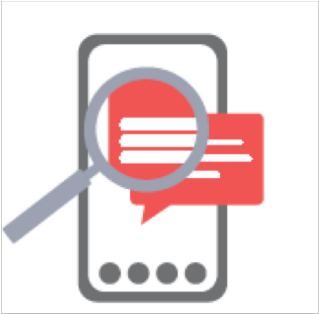


Many candidates will already need to consult the calendar on their mobile phone, so responding from the same device is the natural choice. Some organizations text links to scheduling apps to streamline scheduling further

Text Recruiting Use Cases



Screening



High volume recruiters simply cannot respond to most applicants individually. Using text, they can qualify applicants faster using response templates and automated screening questions. Advanced recruitment texting platforms can be programmed to send back follow up questions, job application links or other content based on candidate responses.

Text Recruiting Use Cases



Internal Coordination

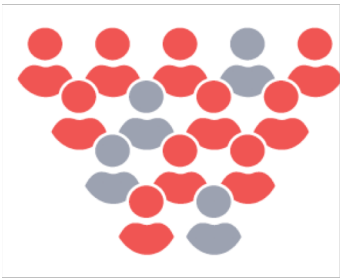


Fewer missed interviews means shorter time to hire. Some recruiting teams use texting to send interview reminders to hiring managers and colleagues, so nothing slips through the cracks.

Text Recruiting Use Cases



Seasonal Hiring



Text messaging makes it easy to check-in with seasonal hires. Employers with lots of seasonal jobs often re-hire many of the same workers year after year. But, it can be challenging to stay in touch during the offseason and figure out how many past employees plan on returning and how many new employees will need to be hired.

Text Recruiting Use Cases



Campus Recruiting



SMS 'short codes' are five to six digit numbers that are often paired with keywords for use in text recruiting (ex. 'Text JOBS to 12345'). Employers utilize them on signage at on-campus events to maximize ROI. They allow students to register interest in learning more about opportunities.

Text Recruiting Use Cases



Field Recruiting



Retail, hospitality and other employers with large physical footprints can also utilize text short codes to capitalize on walk-in applicants. Signage placed on doors, at the register or elsewhere connects job seekers directly to online job application forms and minimizes distractions for managers in the field.

THE GOLDEN RULE

“Respect That Texting is Personal.”

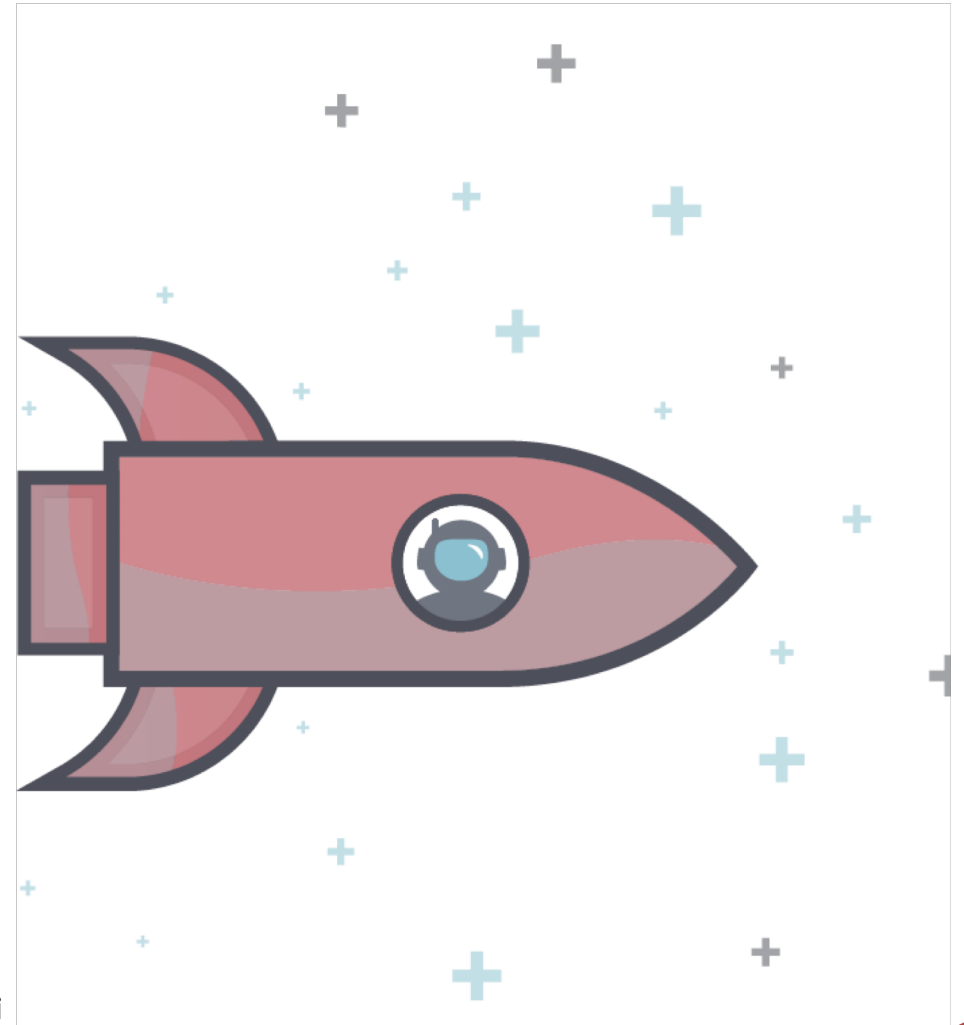
Texting Etiquette

Each candidate may react differently to texting outreach.

Consider local time zones.

Expect weekend and off-hours responses if you decide to text on weekends and off-hours.

If candidates do reach out outside the workday, you can steer interactions back to the business day.

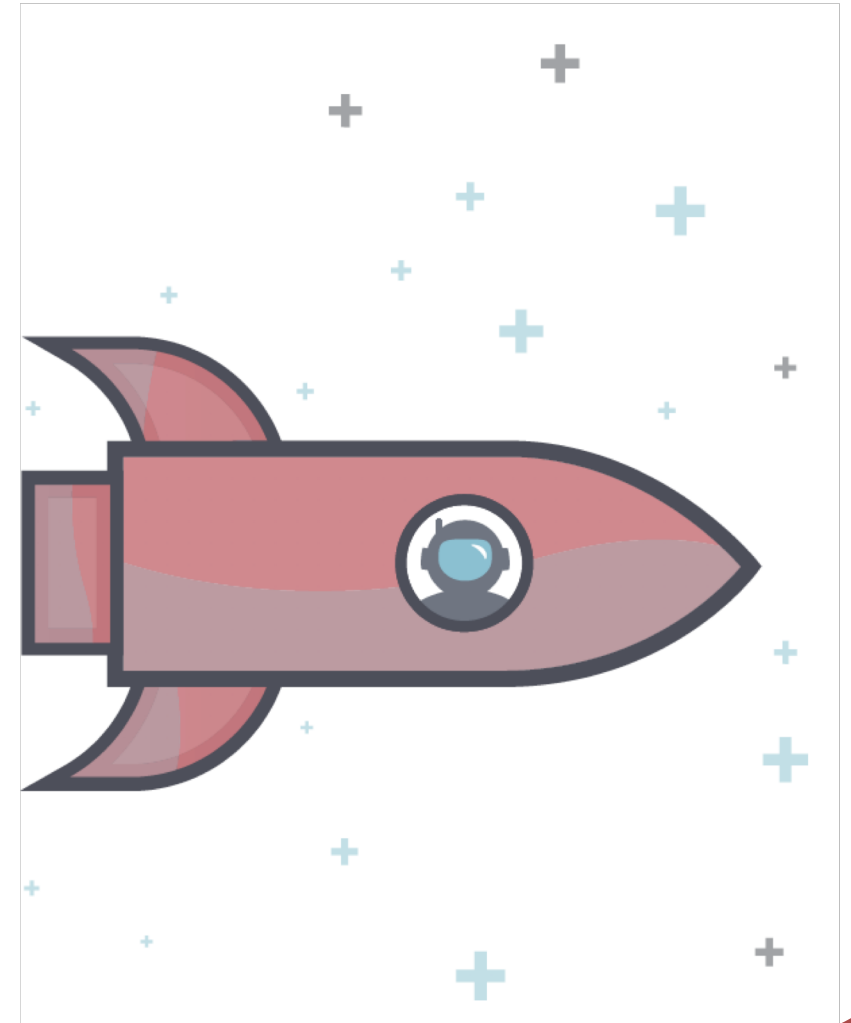


3 Guidelines

Keep it Friendly → Refer to the candidate by name

Keep it simple → Messages should be short and direct

Respond quickly → Immediacy is the key



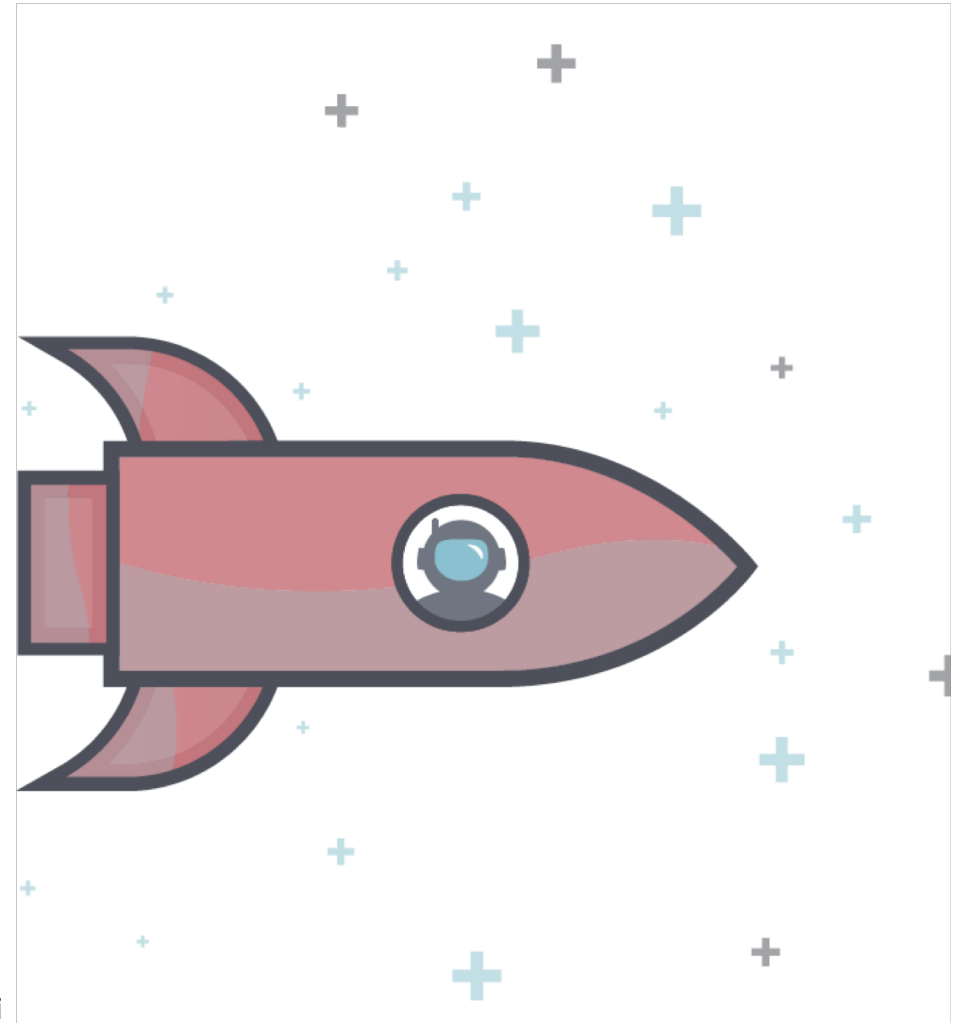
Things to Consider



Consider other modes of communication for sensitive topics. (salary negotiation)

Be careful when copy/pasting.
Using the wrong name can derail a relationship.

Text is not for long, formal messages.



Communicate Clearly



Good Texts Get to the Point



Answer 3 Key Questions

(1) Who are you?

"Hi, this is Susan, I'm a recruiter at Acme Global..."

(2) Why are you reaching out?

"I'm reaching out because you applied to an Account Director position with us..."

(3) What do you want to happen next?

"Are you free sometime this week for a conversation?"

Best Practices



Get Permission from Applicants

Add simple, clear language stating that phone numbers may be used to text prospects/applicants.



Place notification close to the phone number entry field, not buried in a lengthy terms of service or privacy policy.

Use the process of getting consent to highlight text messaging as a benefit to applicants and prospects.

Review the Telephone Consumer Protection Act (TCPA)

Set Standards for Your Team



Texting should be professional and consistent with your employment branding.



It is helpful to provide high level guidelines to your recruiting team to ensure that everyone is on the same page about internal practices.

Incorporate texting standards into internal recruiter training.

Consider Compliance



Are recruiters in your organization using their personal devices to communicate with candidate via text?

Maintain a centralized record of communications to mitigate compliance risk.

Exercise oversight to ensure that company communication and branding guidelines are followed.

Q&A



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