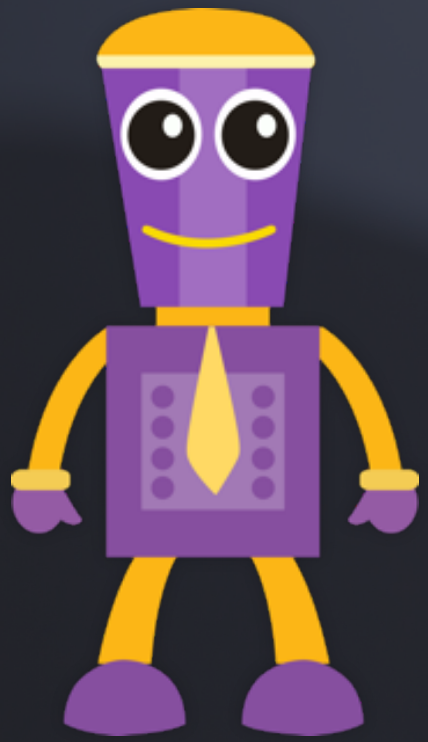


goHire

Text Recruiting & Chatbots for Job Boards

BENEFITS:

- Increase Job Application Rates by 500%, or more*
- Increase Candidate Registrations (Job Alerts & Profile Creations)
- Increase Revenues through Increased Applications.

RESULTS:

- 95% Text Engaged Candidates provide contact info vs. 10% of candidates on a career site.
- Chatbot Engaged Candidates are Pre-screened and complete ATS applications 562% more than an ATS landing page alone.

We're
Hiring!
Text "Jobs" to 415-980-1270
Store Managers
Retail Associates
Barista's
Security
Part-time / Full-Time

NEW!!! **- The Employer Yellow Pages**

A listing of employers, executive recruiters and employment agencies.

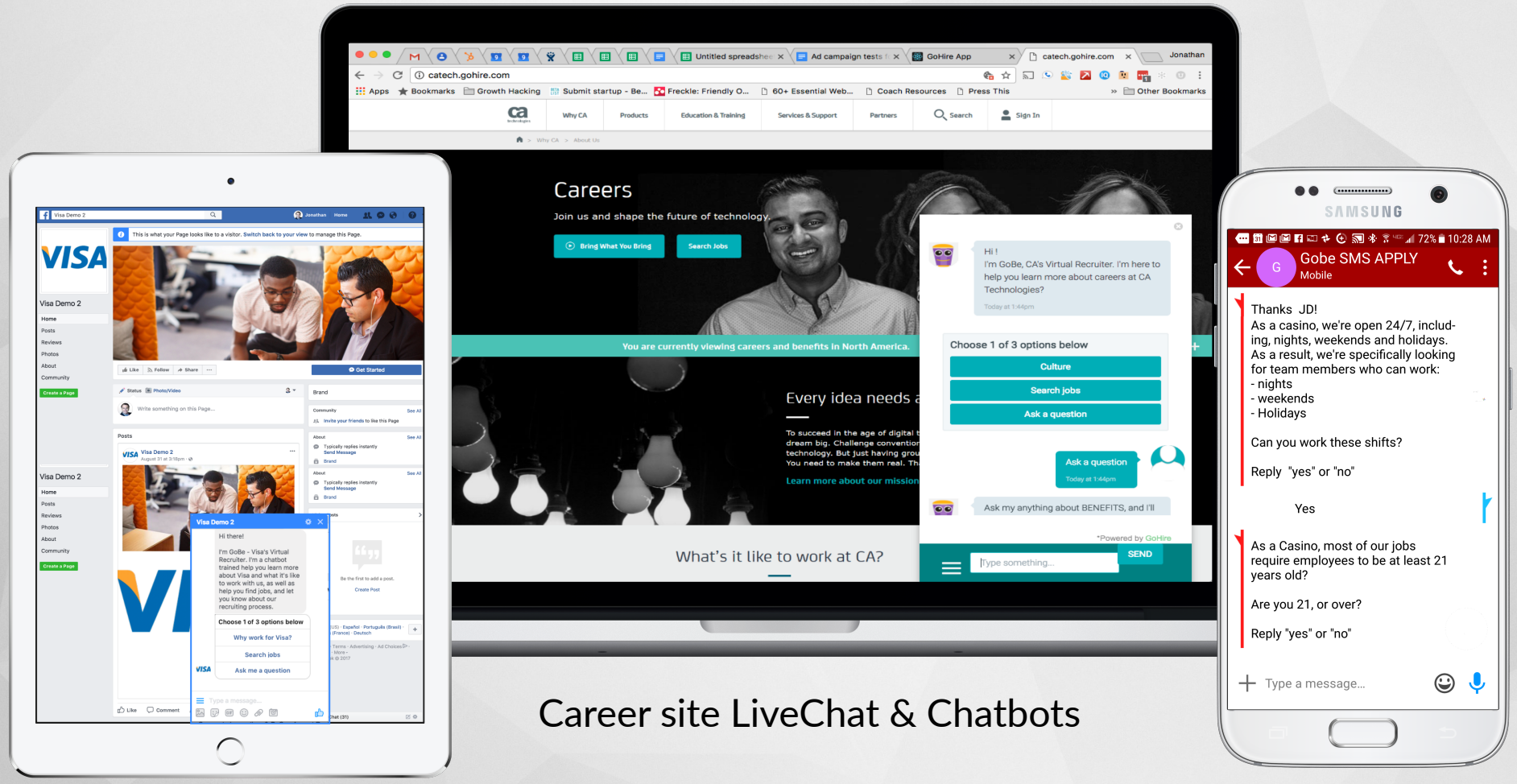
Looking for a job?

- **Search our Jobs Database**
- **Post your Resume**
- **Visit "The Starting Point to Jobs Online". One of the most useful Job sites on the Web, with over 400 links to career related sites.**

Are you a Recruiter?

- **Search for new employees in our Resume Bank or**
- **Post your Jobs On-line or**

Recruiting Chatbots

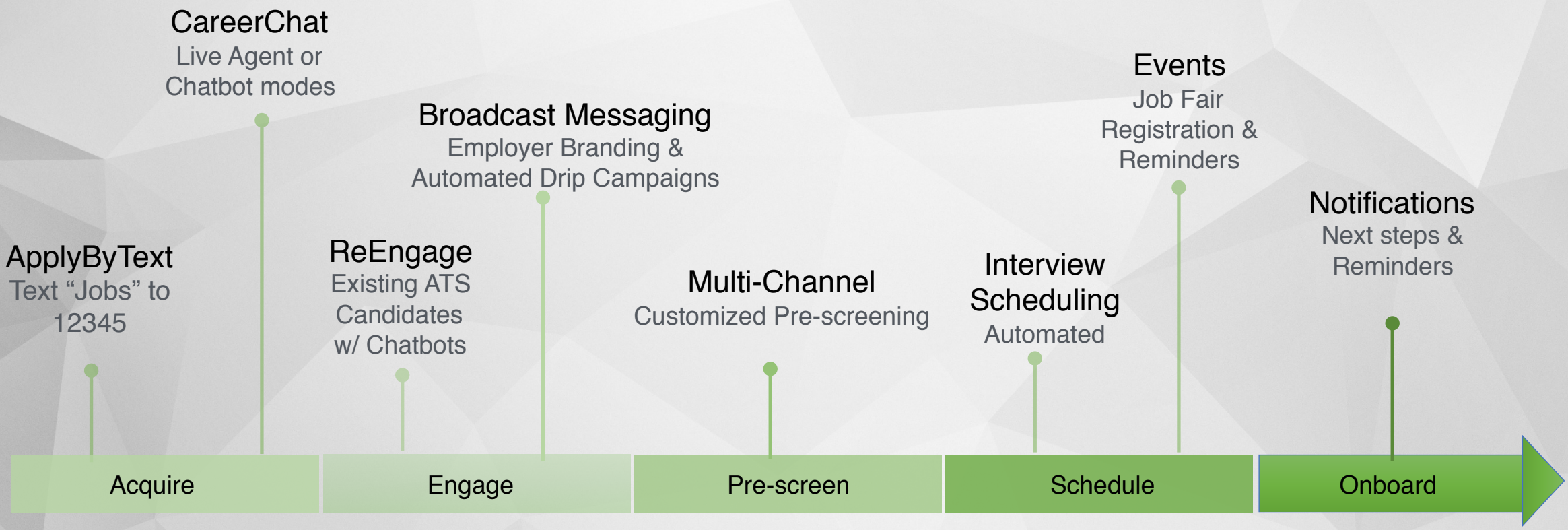


Career site LiveChat & Chatbots

Facebook Messenger Chatbots

Text Messaging & Chatbots

Messaging and the Candidate Journey



Automated Scheduling

From Job board
to recruiter's calendar

goHire

Are we just following everyone else?

How Text Messaging is being used in recruiting

- 1-1 Recruiter & Candidate Messaging
- Apply By Text - Candidate Acquisition
- Apply By Text + Chatbot Pre-screening
- Automated Scheduling
- Notifications & Reminders
- Broadcast Messaging campaigns

Casino Recruiting Case Study

Robin Schooling,
VP of HR

Hollywood Casino
Baton Rogue, LA

* 75% of employees **do not** use email regularly
* ATS = iCIMS
* 2 = average # of completed applications per job posting on Craigslist

Existing Craigslist Recruiting ATS Funnel

300 Job seekers view the job ad on Craigslist

100 Job seekers visit ATS landing page

2 Candidates Complete the Application with Phone Number and Email

Apply By Text

Step 1.

Client posts job ad on Craigslist with: “Text Apply to [local phone number]”

Step 2.

Candidates initiates (Opts Into) the text conversation.

Step 3.

GoHire responds with a Welcome Message!

☆ **Security Officer - Hollywood Casino (Baton Rouge)**

Join our #AllStarCast as a part time Security Officer where you will consistently deliver a spectacular guest experience while ensuring a safe gaming experience.

You will....

- Actively patrol sections/floors and ensure you're providing quality support to other departments and team members
- Protect the property and maintain a safe and welcoming environment
- Investigate issues as they arise and report accidents and incidents in both written and verbal form
- Collect and compile investigation information as needed and write detailed reports as required for incidents involving law violations and/or violations of company policy and procedure

Text APPLY to 225-475-9355

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers

Step 4.

Candidate contact info captured

Step 5.

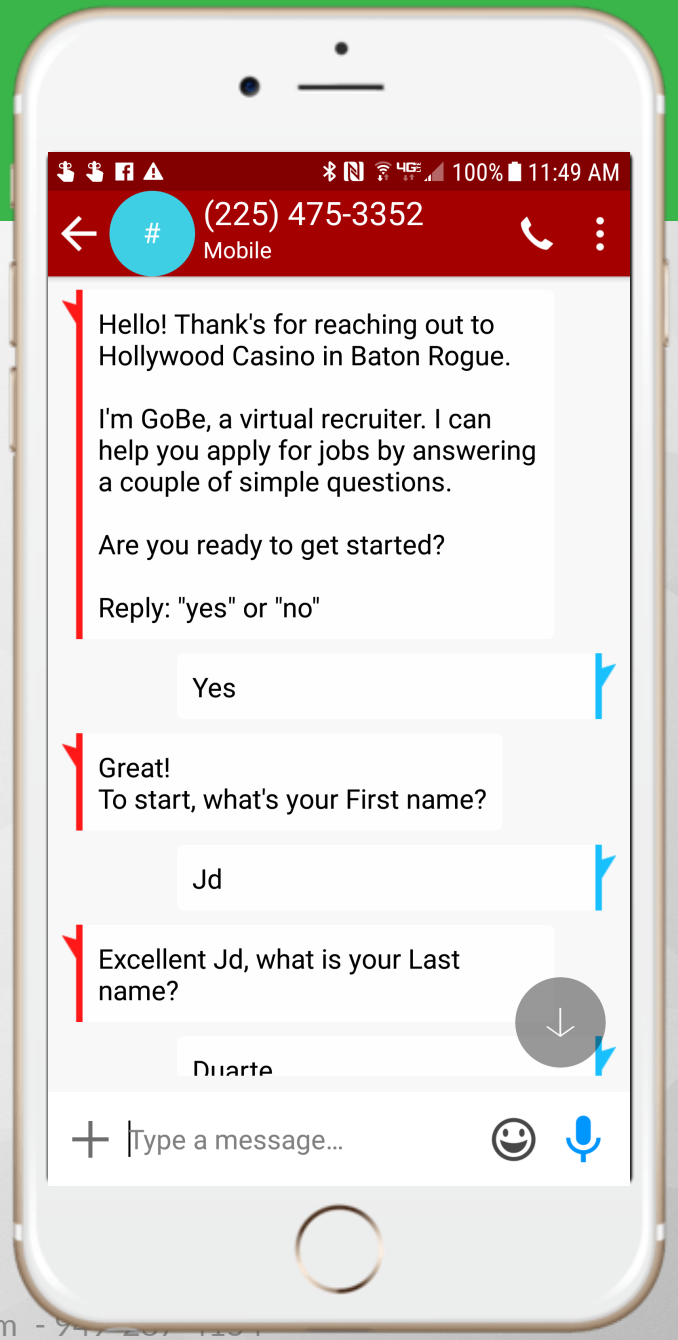
Pre-screening Questions

Step 6.

Candidate Info emailed to Recruiter

Step 7.

Candidate Info pushed into ATS



Apply By Text Application Results

64x increase

300 Job seekers view the job ad on Craigslist

135 Job seekers

131 Candidates provided: SMS Opt-in, Contact Info, Completed pre-screening

The Results: (RPO Pilot with Marriott)

Before:

* The typical ATS landing page converted 8.96% of visitor to applicants. *=Jobvite 2017 Survey
* For every 100 visitors from a job board, that means only 9 become an applicant.
* Recruiters waiting for candidates to respond to emails, or required to make phone calls.

After:

With ads directing candidates to text messaging a chatbot:

* 100% of candidates provide their phone number
* 90% of candidates complete the pre-screening.
* 50% of candidates completed an application on Taleo.
* Completely Automated. No recruiter interaction required.

A 562% increase in Candidate Apply Rates.

Recruiters have access to Send Text Messages from the GoHire dashboard to their candidates.

Why ApplyByText?

* Text Messaging is native communication tool of the Millennial workforce.

* The average career site requires a job seeker to fill out a long form, prior to engaging with the company.

* Job Seekers want to be engaged and acknowledged. With conversational chatbots, we've proven it's not only possible to engage candidates, but once they've engaged with us, they're 500% more likely to complete an application.

* Millennials don't respond to emails, but they do respond to Text Messages.
    * Text Messages have an open rate of 97%, compared to emails with less than 20% open rates.
    * Text Messages get quick responses, while emails can take days, weeks, if responded to at all.

* Talent Acquisition leaders need innovative solutions to engage and communicate with Millennial workforce.

* Text Messaging and Chatbots are getting positive reviews from Job Seekers.

Career Chat - 100% Increase Candidate Applications

- Educate your Visitors
- Capture More Candidates
- Increase Your Candidate Experience
- Define your Corporate Culture
- FAQs with Artificial Intelligence

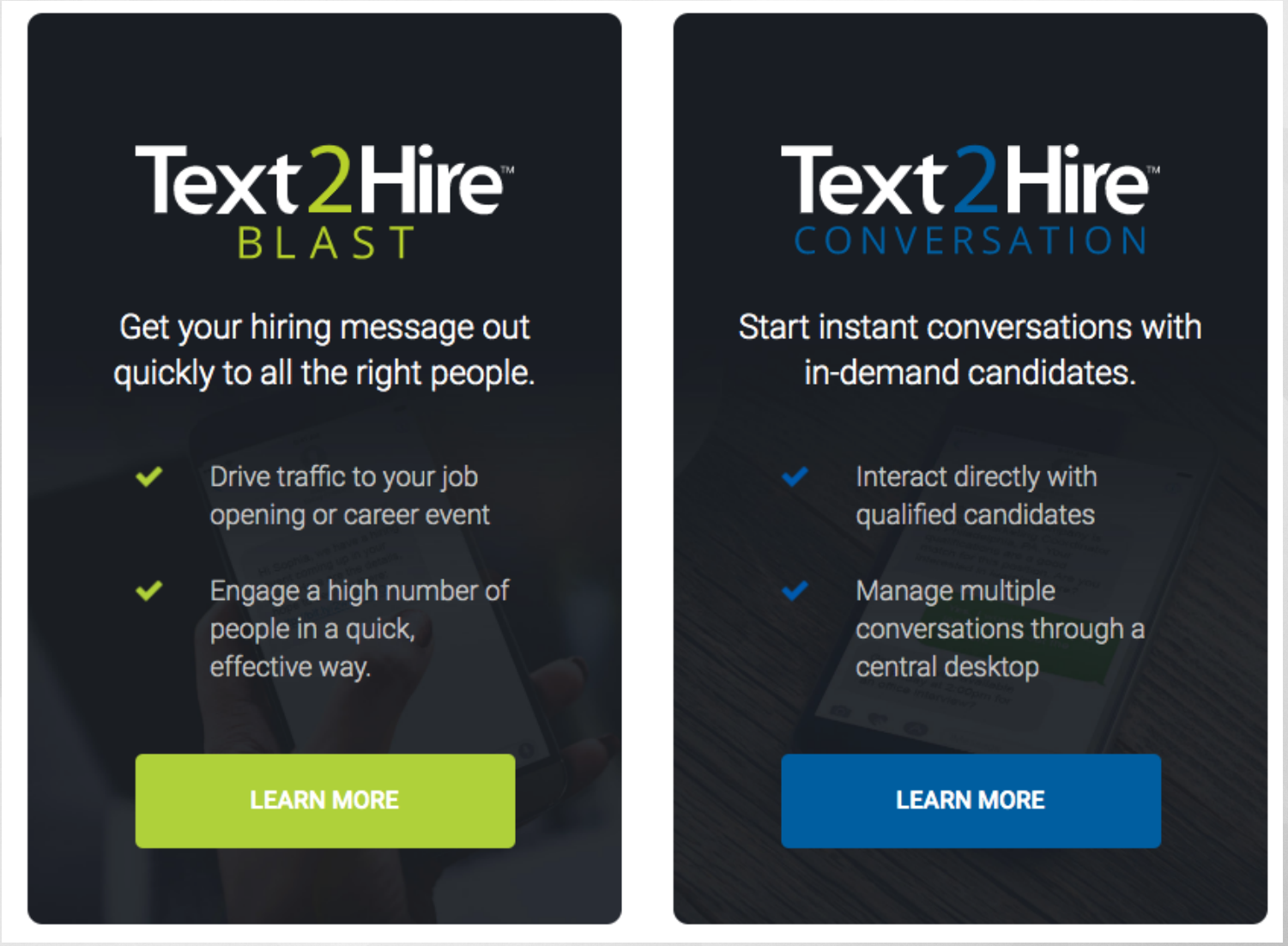
USOpenTennisJobs.cm

Job Board Texting Use Cases

Who's currently using texting?

- Job Boards
  - Indeed - Confirm giving text consent.
  - Next - Text2Apply - Broadcast Text Messaging to their 8 Million Text Optin Candidates in their database, with a Campaigns and Conversations
  - Jobalign - job alert notification
  - career.co - job alert notifications

Nexxt - Text2Hire



Jobalign

Español

Find Jobs > ABM Industries Jobs

Temp BUILDING ENGINEERS needed in SF & Peninsula

ABM Industries San Francisco, CA 94107

72 job applicants still needed in San Francisco

ABM, a leading provider of integrated facility solutions, is looking for a Building Engineer.The Building Engineer supports the Chief Engineer with the daily operations of all building systems. This i...

apply apply via text

text **01041** to **(415) 212-4407** to apply

Senior Field Engineer (NETA IV)

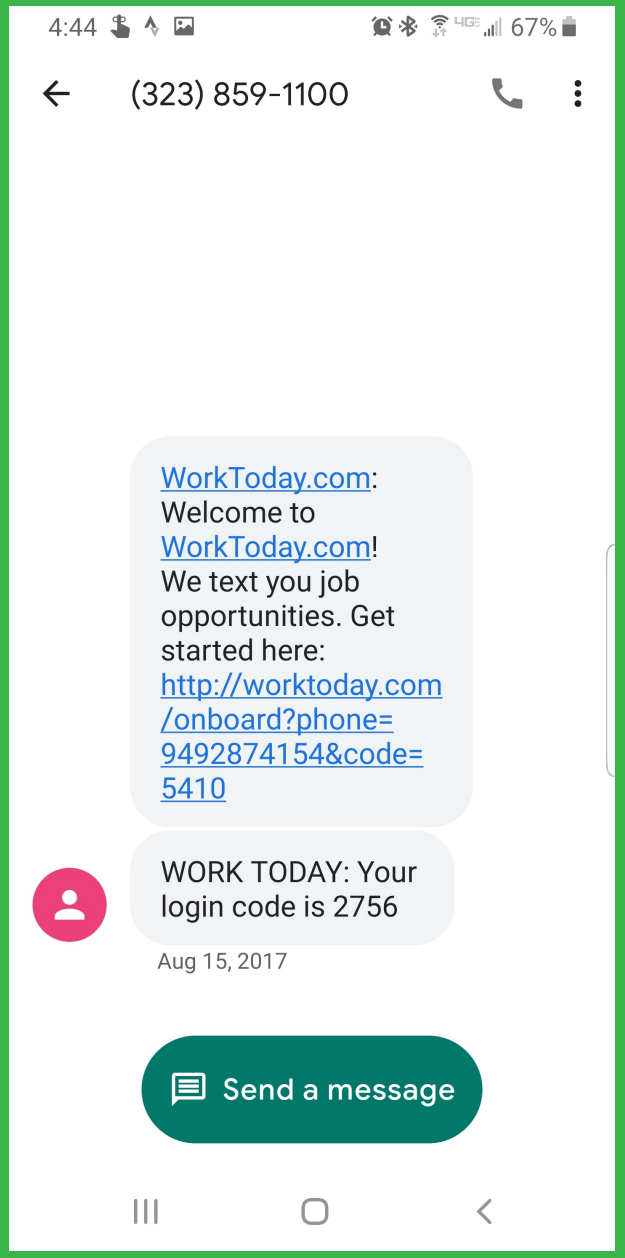
ABM Industries Chouteau, OK 74337

50 job applicants still needed in Chouteau

ABM, a leading provider of integrated facility solutions, is looking for a Field Electrical Engineer.The Field Electrical Engineer is responsible for all activities related to NETA testing. The duties...

apply apply via text

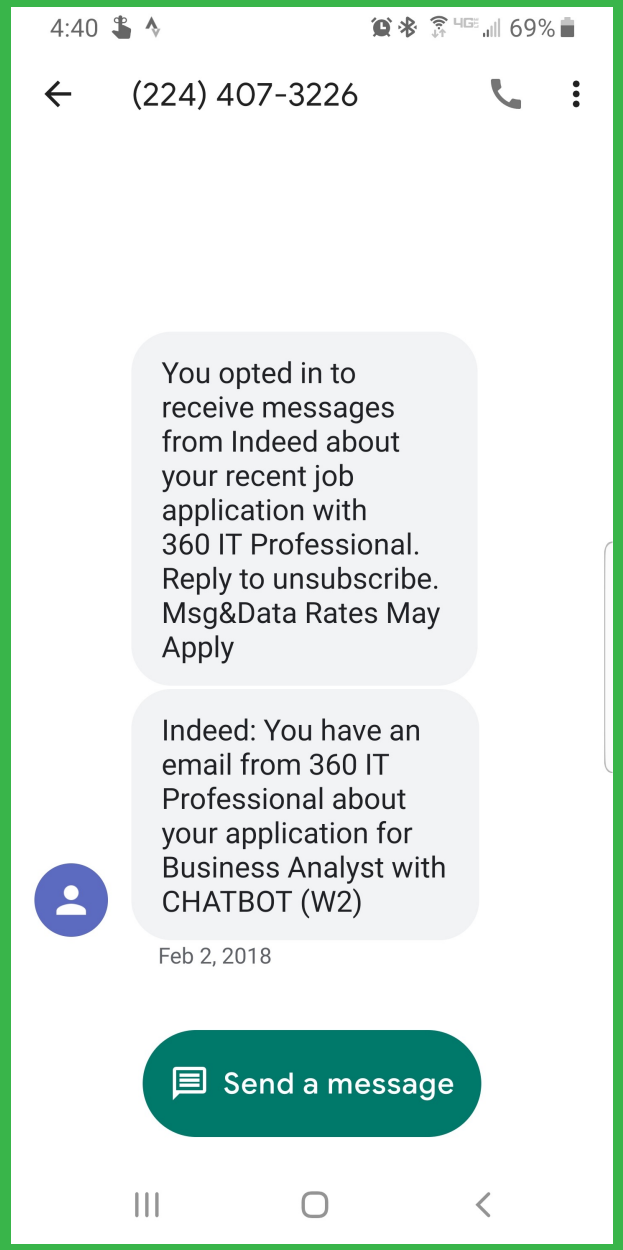
text **02908** to **(918) 205-7425** to apply



WorkToday

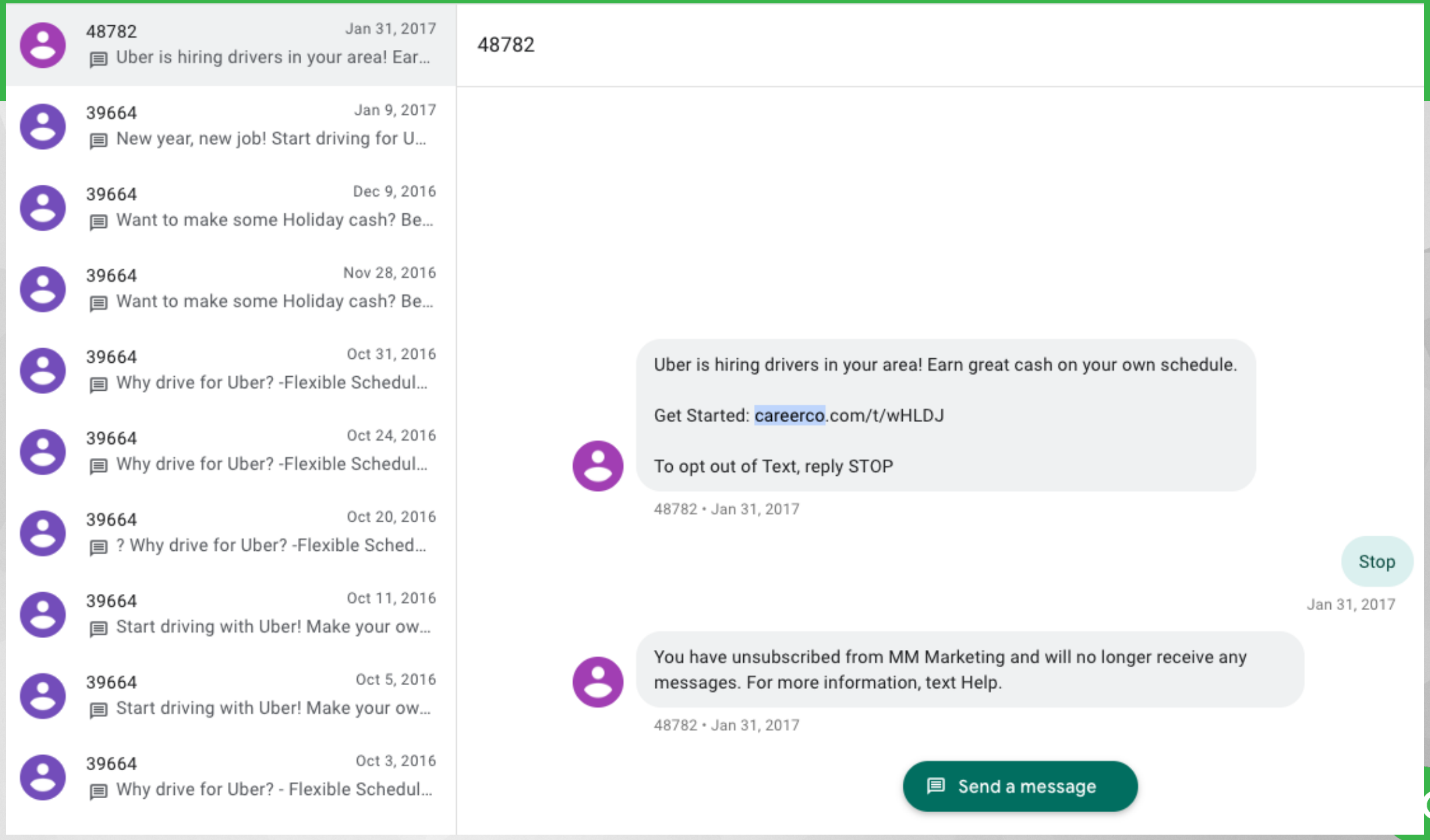
goHire

Indeed.
SMS as a Notification



goHire

Don’t Do This


48782 Jan 31, 2017
Uber is hiring drivers in your area! Ear...
39664 Jan 9, 2017
New year, new job! Start driving for U...
39664 Dec 9, 2016
Want to make some Holiday cash? Be...
39664 Nov 28, 2016
Want to make some Holiday cash? Be...
39664 Oct 31, 2016
Why drive for Uber? -Flexible Schedul...
39664 Oct 24, 2016
Why drive for Uber? -Flexible Schedul...
39664 Oct 20, 2016
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39664 Oct 11, 2016
Start driving with Uber! Make your ow...
39664 Oct 5, 2016
Start driving with Uber! Make your ow...
39664 Oct 3, 2016
Why drive for Uber? - Flexible Schedul...
48782
Uber is hiring drivers in your area! Earn great cash on your own schedule.
Get Started: careerco.com/t/wHLDJ
To opt out of Text, reply STOP
48782 • Jan 31, 2017
Stop
Jan 31, 2017
You have unsubscribed from MM Marketing and will no longer receive any messages. For more information, text Help.
48782 • Jan 31, 2017
Send a message

What you need to know about Texting

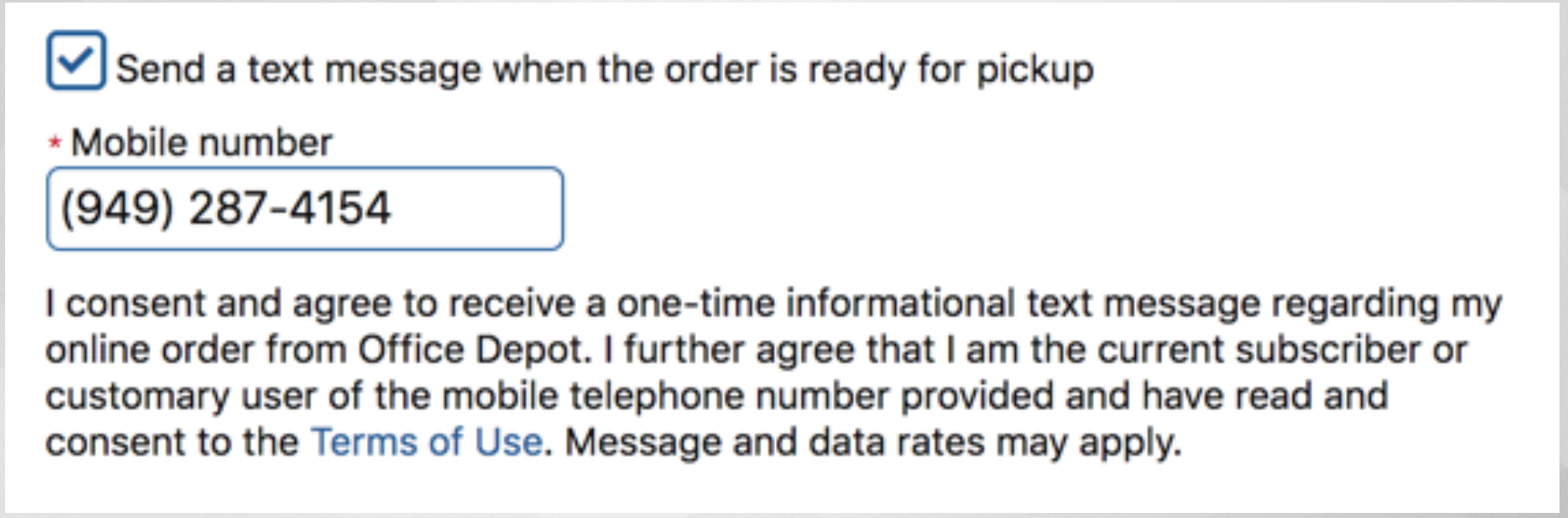
3 Biggest Objections:

1. **Legal & Compliance (TCPA & CAN-SPAM)**

2. **Building a Messaging Platform - Buy vs Build vs Partner**

3. **Managing Spam, Local rules, Tracking, Reporting**

Text Messaging Optin on Registration



TCPA & Compliance

- TCPA compliance:
  - Optin/ Optout
  - Maintain control over who can text, and when someone can text your candidates

- Best practices
  - Mandates Social Rules of when to text
  - Candidate rules. Let them choose the frequency.
  - Managing Frequency and Number of messages sent
  - Tracking response rates and Inactive users.
  - One STOP response for a single client, will STOP messaging for all clients.

How you can use Text Messaging and Chatbots:

Increase Engagements and Job Applicants for:

* Part-time Hourly Jobs
* Job Fairs / Open Hiring Events
* New Location Launches
* High-Volume Recruiting

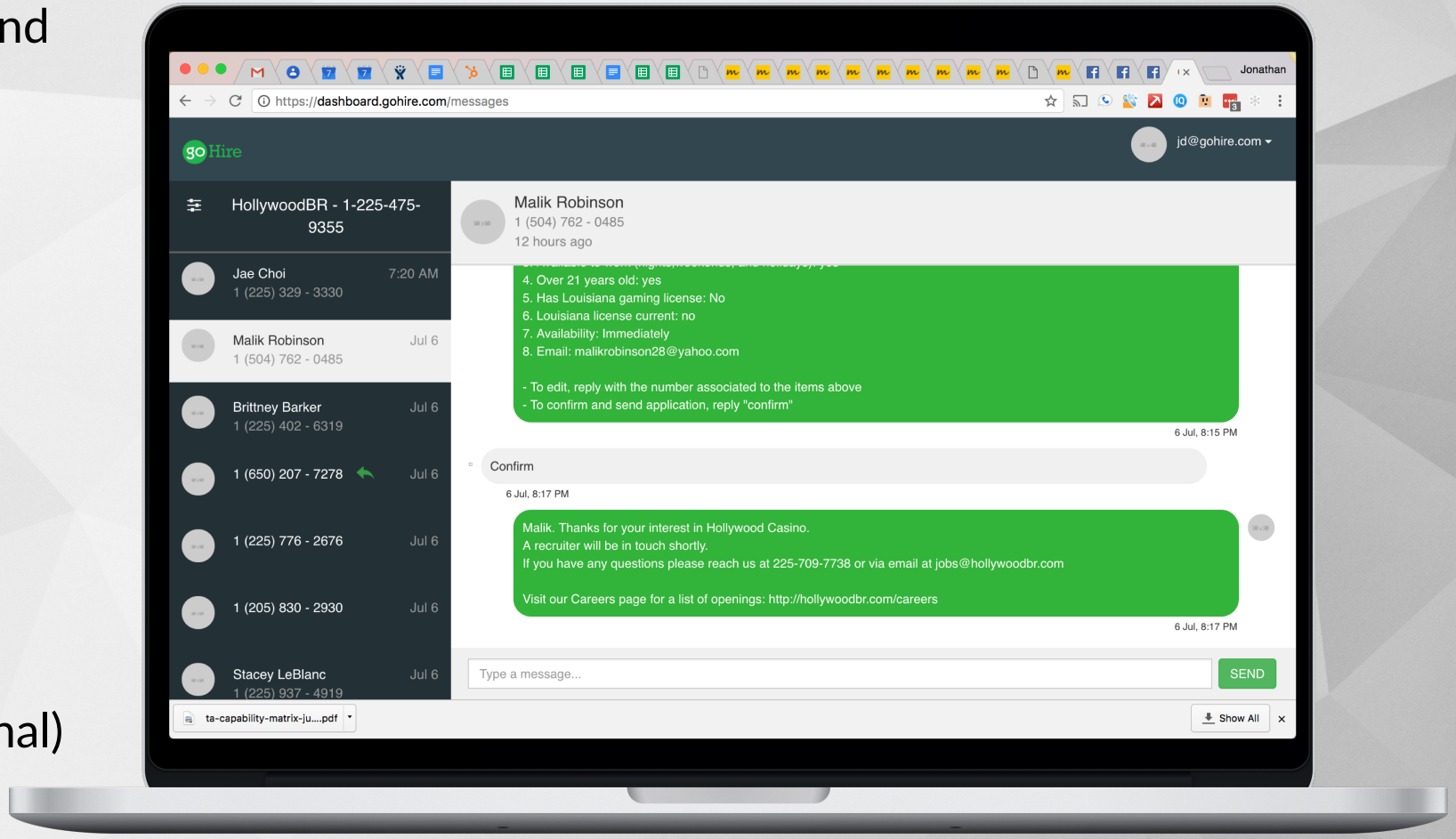
Communicate with Job Seekers during the application process.

Additional chatbot modules for:

* Job Fair Event Reminders
* Interview Scheduling
* Job Fair Meeting Scheduling

Two-Way Text Messaging with Candidates

- Communicate with job seekers and candidates
- View pre-screened profiles
- Two-Way Messaging via:
  - SMS / Text
  - Facebook Messenger
  - Web Chat
  - Automated Chatbot
- Review all Chatbot Messages
- Live Chat with candidates (optional)



Buy, Build, or Partner?

- **Buy / Invest**
  - If you have CASH!
  - You're "All In" and know that this is the future, and want a head start.
  - It's a critical to your core business model.
- **Build**
  - It's critical to the business.
  - Don't have the CASH for an acquisition.
  - You have an IT team, and unlimited budget to experiment.
- **Partner**
  - You want to get to market fast. And either validate how it would work in your org long-term, or just want to test the waters, and what your customer feed back, quickly.
  - Don't have a big IT budget with extra resources.
  - You want to determine the KPIs before investing more.

The Texting Platform

Job Seekers

- Apply to specific jobs via job board
- Easy Ability to Apply
- Optin / Optout protection
- Messaging Tracking

Employers

- Message candidates 1-1
- Integration into existing workflow with Chrome Extension
- Business Rules - When can text messages be sent
- Messaging Tracking

- **Jobboards**
  - Candidate Acquisition & Tracking
  - Text Messaging Integration
  - Web Chat Integration
  - Opt-in/Opt-out rules
  - Ability to embed hyperlinks
  - We know Recruiting TCPA Compliance.
  - Integration into website and database

"Most Innovative Social Media Solution of 2017"

Jonathan "JD" Duarte

gohire.com

jd@gohire.com

949-287-4154

Let's Chat