How Talent Rover helped their clients increase candidate engagement using SMS-Magic

"With SMS-Magic, we are able to offer a cohesive platform to our customers that allows their teams to become more efficient, provide a higher standard of customer satisfaction and make more placements."

- Jeff Capurro
Sr. Manager, Sales Operations, Talent Rover

SMS-Magic

Messaging is the New Conversation

Talent Rover is a fully integrated, cloud-based software solution built on the Salesforce platform catering to the staffing and recruiting industry.

Talent Rover enables management of the entire recruitment workflow with tools for sales, recruitment and back office. Through robust analytics and forecasting capabilities, Talent Rover empowers customers to understand their data, make informed decisions, grow their businesses and gain a competitive advantage.

BUSINESS CHALLENGES
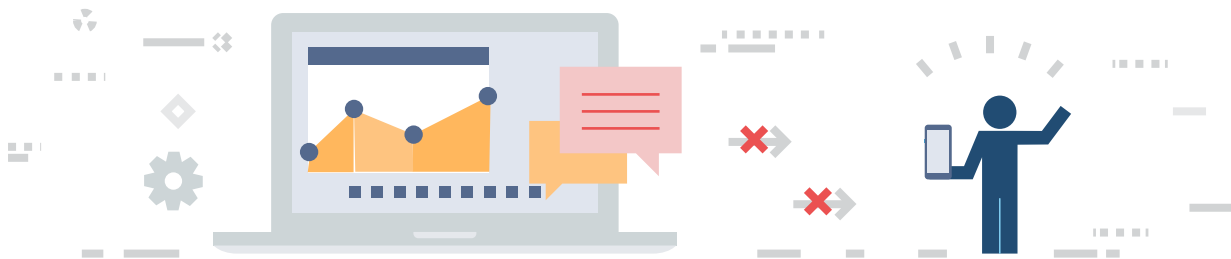
Sales representatives and Recruiters in Staffing companies use the Talent Rover platform to connect with their clients and candidates. Talent Rover observed that their clients were unable to send texts directly to their candidates via the Talent Rover platform.

Mobile has become the most preferred channel to connect with the millennial candidates. Almost 60 percent of recruiters are now using texting as part of their recruiting process. Therefore, it was imperative that the Talent Rover team make SMS messaging an integral part of their solution.

SMS-Magic Implementation in Talent Rover Platform

Simple and Easy Integration

SMS-Magic is a plug and play application that integrates easily with most CRMs. The Talent Rover team found the integration process to be extremely easy and hassle-free. By offering a texting application within their platform, Talent Rover's customers could now directly text their candidates from the familiar environment of their Talent Rover platform.

Competitive Advantage

The TR team found that texting via their platform helped their clients in increasing customer engagement and getting a competitive advantage like never before. As their clients got better results using their platform, the TR team could create further customer loyalty.

Secure Communication

Switching between applications to send texts is a cumbersome process and may result in loss of data. By offering texting from their platform, Talent Rover could offer a seamless texting channel to their customers.

Talent Rover and SMS-Magic Use cases

With 98% read rate (on average) and replies often arriving within minutes, SMS is an ideal way to connect, engage, and communicate with job candidates in today's marketplace.
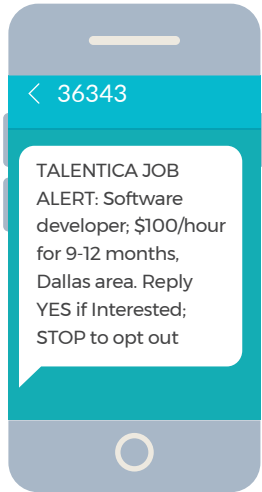
Sonja Petri,
Marketing Head
Talent Rover

"Talent Rover customers are frequently using SMS-Magic to get interview availability from candidates, to confirm interview schedules and to get quick feedback from clients."

Talent Rover and SMS-Magic Use cases

Gauge interest of candidates

TALENTICA JOB ALERT: Software developer; $100/hour for 9-12 months, Dallas area. Reply YES if Interested; STOP to opt out
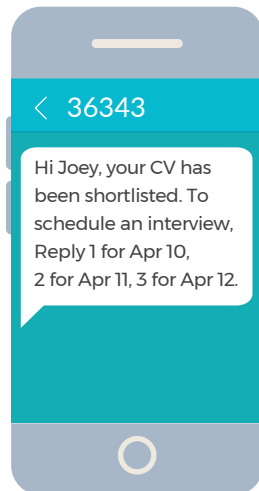
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The Staffing and Recruiting companies send bulk texts to both active and passive candidates to gauge interest for open positions.
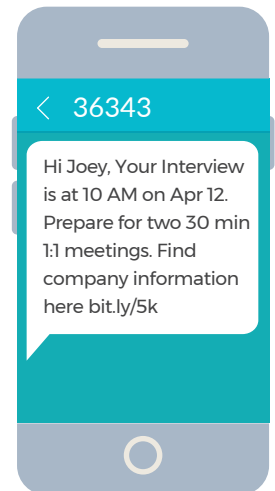
By inviting text responses from candidates, Talent Rover's clients are able to quickly create a list of candidates who are to be approached for a specific job opening. This process saves them precious time and cost.

Schedule interviews

Text messages get approximately 9 times the response one gets over emails. So it has become quicker to schedule a candidate interview via a text than an email.

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Hi Joey, your CV has been shortlisted. To schedule an interview, Reply 1 for Apr 10, 2 for Apr 11, 3 for Apr 12.

After receiving the candidate's response, another automated text is triggered.

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Hi Joey, Your Interview is at 10 AM on Apr 12. Prepare for two 30 min 1:1 meetings. Find company information here bit.ly/5k

Get quick feedback post interview

Recruiting companies have to repeatedly call or send emails to get the client's feedback. An automated text sent after the interview fetches them quicker feedback about the candidate. This saves time and increases operational efficiency.

"With the seamless integration of SMS-Magic with Talent Rover, our sales reps can offer a more comprehensive solution to our clients."

- Jeff Capurro,
Sr. Manager, Sales Operations, Talent Rover

About SMS-Magic

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1500 clients across 190 countries, including small, midsize, and enterprise accounts. SMS-Magic enables Salesforce users to engage buyers and win and retain more new customer revenue, while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic is the most positively reviewed messaging application on Salesforce AppExchange.

SMS-Magic