



“SMS-Magic text candidates are 10x as valuable as any email candidate.”

- Matthew Sheriff, Vice President of Development



CASE STUDY

Sheriff & Associates is a healthcare recruiting and sourcing company located in Florida. Founded in 1983, they are experts in organizational candidate sourcing and helping healthcare professionals find the right opportunities. They are a founding member of the National Association of Physician Recruiters (NAPR) with a state-of-the-art database containing over 700,000 physicians and advanced practitioner candidates.

Business Challenge

Sheriff & Associates wanted to integrate their text messaging programs with Salesforce to better manage the more than one million providers in their business. With eight small, independently owned firms who share a Salesforce CRM, a text messaging platform that integrated seamlessly with Salesforce was paramount.

Solution

Sheriff & Associates began searching for a new business text messaging solution after spending 18 months with a large vendor that was unable to meet their needs. They did a search on Salesforce AppExchange and found SMS-Magic. After the first call they knew they wouldn't need to look at any other solutions.

“Text messaging is our most effective means of recruiting. Before SMS-Magic we were wasting a tremendous amount of time on an inferior product. Once we found SMS-Magic we didn't need to look anywhere else.”

Getting Started

Sheriff & Associates could not afford to lose any time when switching from their previous text messaging vendor. Their business relies on placing the right candidates, quickly. It's normal for them to send 10 to 20 campaigns per day to candidates, featuring tailored job openings and opportunities. Not being able to send campaigns when moving platforms would be detrimental.

With SMS-Magic they were able to get started right away with out-of-the-box solutions that are easy to set up.

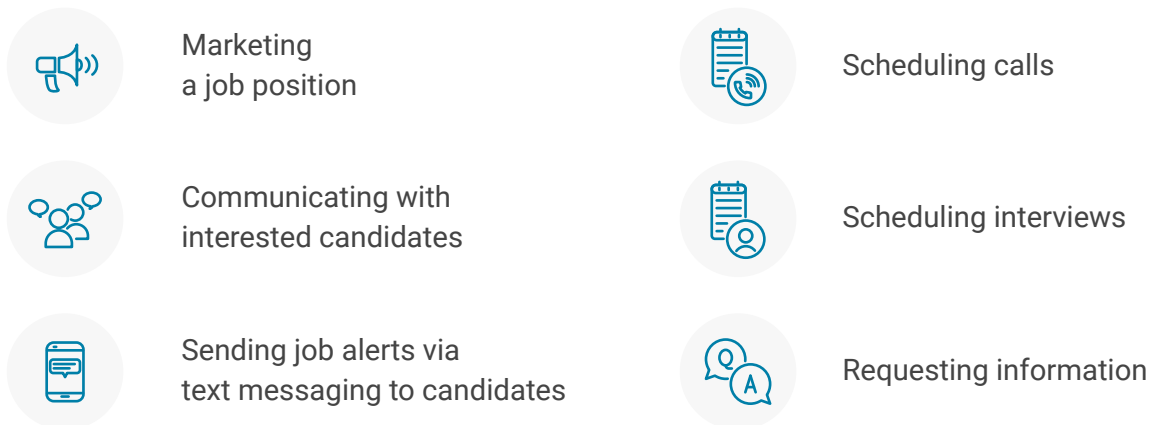
“Out of the box it was easy to use and had a lot of success with it. Having text messaging templates available is an enormous help. And when we needed help, SMS-Magic took care of things right away. Customer service is super important to me. I don't have time to chase down companies who are non-responsive.”

Time Saved & Increased Productivity

Previously, the company would have to manually update every record with the dates and times of when text messages were sent. With SMS-Magic they have access to a complete history of every conversation, across all candidate stages. This saved Sheriff & Associates hours of time they previously had to spend doing tedious manual updates, which can also be impacted by data entry errors.

“One aspect of SMS-Magic that I've really relied on is the ability to send messages in bulk with customization because that's a big time saver. I also have full integration to see everything in one record. So, whenever we open a candidate record, the entire SMS convo is right there, and we can communicate directly from that record.”

Sheriff & Associates Text Messaging Use Cases



Better Engagement with Candidates

With text, the company is better able to engage and communicate with their candidates. In the past, they would send all job postings to all relevant candidates in their system, no matter where they lived or where the job was located. Now with SMS-Magic, they are able to better match jobs to candidates, thus increasing the relevancy of each candidate conversation.

“ This product, combined with our research, we now have a better idea of ties to specific regions. Instead of sending giant blanket emails across the country, what we do now is target those campaigns very specifically to regions that we know they will be interested.

Results

Today, 30% of Sheriff & Associates's candidates are found and placed thanks to text messaging. The candidates found via text messaging are high quality and ready for placement, unlike email or other marketing channels.

“ The recruits that come by email are far less likely to go on and be placed or presented to clients. Email replies are very generic.

Summary

In conclusion, by using SMS-Magic, Sheriff & Associates saves time they were previously using to manually update records and by using it to better engage with their candidates and placing them with the right provider. With SMS-Magic's full conversation history they have the information they need right away and right at their fingertips to create better customer experiences across the board.