

Wavelength Speeds Time to Hire with Messaging



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-Terri Harrison,
Para Manager, Wavelength.



Overview

Wavelength is an award-winning medical recruitment agency, making over 4,000 permanent and locum placements per year. They have a proud 20 year history and have 42 recruitment specialists.

Business Challenge

Wavelength needed to reach out to candidates quickly for locum jobs. They realized that candidates don't check email as often as text messages. Time to hire was a key factor in the agency's decision to use messaging to send new job alerts to candidates.

Answering the Challenge

Wavelength wanted a cost effective text messaging solution because they had to send a high volume of texts. The recruitment agency asked their Salesforce implementation partner, PeopleCloud to recommend a messaging solution.

PeopleCloud recommended SMS-Magic and Wavelength took a demo of the solution and then a trial. Satisfied with SMS-Magic's price, functionality, and support, they chose it as their text messaging solution.

How Wavelength Uses Messaging for Fast Candidate Responses

Wavelength uses text messaging throughout the recruitment cycle, from informing candidates about jobs to sharing interview details and timesheet reminders.

Messaging Job Alerts

The agency primarily sends out text messages for locum jobs, for which it's important to get a quick response to fill the position by the deadline. Wavelength recruiters segment candidates from their database of 50,000 by specialty and seniority. For instance, they could filter for their emergency medicine consultants and message them.

In their initial conversation with candidates, Wavelength asks them about their communication preference. If a candidate would rather be contacted by text message than email, Wavelength updates their database accordingly and sends messages.

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Each of the 42 Wavelength recruiters has a different number which they use to message their candidates. They often send a text to a candidate just to check in on them. Recruiters also send job ads as a bulk message, which are sent to 100-300 candidates at a time. These ads mention the location, dates, rates of pay, and a contact number.

Please note: In the conversations below, yellow represents a 1:1 conversation.

Many candidates come back, wanting to fill the role advertised. Since the job ad on text is a snapshot, candidates often reply to the text message with questions, asking for more specific details, which the recruiter answers, also via text.

Messaging Interview and Timesheet Reminders

Wavelength uses messaging to send candidates details about an interview with a client.

They send an interview reminder via text to candidates two days before the interview and another reminder two hours before the interview.

Wavelength also sends reminders to candidates by text message to submit paperwork.

SENT

Hi <firstname>, locum job available for a CMO, Emergency Medicine in NSW from 25/06/18. Rates: \$130 per hour. Call +61 2 8353 9023. Emma, Wavelength.

REPLY

Hi Emma, where in NSW is this, exactly? Tim.

SENT

Hi Tim, this is in Shoalhaven. Emma.

SENT

Hi Tim, you have an interview with Margot Mains, Chief Executive of Shoalhaven Hospital at 11 AM on 10/06/18. Check your email for details. Emma, Wavelength.

SENT

Hi Tim, just wanted to remind you that you have an interview in 2 hours with Margot at Shoalhaven Hospital. Good luck! Tell me how it goes. Emma, Wavelength.

SENT

Hi Tim, please email us a scan of your driver's license today. Thanks. Emma, Wavelength.

Some Wavelength recruiters send weekly timesheet reminders via message to candidates they have placed, so that they can complete their timesheets on time.

SENT

Hi Tim, it's Friday. Please complete your timesheet today by 5 PM so that your payment can be processed on time. Thanks. Emma, Wavelength.

Highlighting the Business Impact of Messaging

Quicker replies. Most Wavelength recruiters say that they get much quicker responses from candidates by text message. "The main thing for us with SMS is the speed to market. If candidates can receive an alert from us on their phone that we have a new job, that's much more accessible for them to read and respond rather than logging on to email," says Harrison.

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Increased recruiter efficiency. Messaging has enabled Wavelength recruiters to reach out to more candidates, faster. Whether they want to send a one-to-one text or a bulk message, either option is faster than a phone call.

Greater convenience for candidates. Many candidates have told Wavelength that they find the agency's messages helpful. It's also easier for candidates to check their mobiles than log in to their email to respond.

Doctors are busy people and a text message helps Wavelength get their attention faster than an email. For locum jobs especially, the sooner a recruitment agency can get a response from the candidate, the faster they can place them. Messaging enables Wavelength to reduce their time-to-hire and increase both candidate and client satisfaction.

About SMS-Magic

SMS-Magic is a proven, global messaging platform for Salesforce, with over 1800 clients accessing 59 direct carriers. 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.



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