

# SmartRecruiters' SmartMessage Engages Candidates Through Messaging, WhatsApp

SmartRecruiters

Best Advance in Mobile Talent Acquisition Technology

March 2021



## Company Background



YOU ARE WHO YOU HIRE

<b>Company-at-a-Glance</b>	SmartRecruiters
<b>Headquarters</b>	San Francisco, CA
<b>Year Founded</b>	2010
<b>Employees</b>	300
<b>Global Scale</b>	Offices in San Francisco, CA; Spokane WA; Krakow, Berlin, London and Paris
<b>Customers/Output, etc.</b>	As a global leader in enterprise recruitment software, SmartRecruiters offers a cloud-based global Talent Acquisition Suite that allows teams to attract, select and hire the best talent. Four-thousand companies worldwide rely on SmartRecruiters to achieve hiring success — including brands such as Bosch, LinkedIn, Sketchers and Visa — using recruitment marketing, CRM, AI, ATS and a marketplace of more than 600 connected vendors all within one scalable platform.
<b>Industry</b>	Software
<b>Website</b>	<a href="http://www.smartrecruiters.com">www.smartrecruiters.com</a>

## Value Proposition

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The new world order has changed the way people work and remote hiring is here to stay. With many now working outside a traditional office, it's critical to reach candidates where they are. Thirty percent of workers don't have access to email in Europe and in the US — while more than 90% use texting on a daily basis. Mobile has radically reshaped global communications. Recruiting is no exception — both candidates and hiring teams expect instant and responsive channels to reach one another. The case for messaging as an essential recruiting tool is further bolstered when considering new entrants to the workforce such as university graduates and younger populations at large. Messaging is ranked as the number-one channel consumers want to use to engage with businesses. With five times higher open rates and nine times higher response rates than email, messaging services represent the future of conversational, remote hiring.

**Jeff Goody**, Talent Acquisition Manager at Salud Family Health Centers, found SmartMessage to be particularly useful in re-engaging dormant candidates. Candidates sometimes missed emails that accidentally ended up in their spam folders, coming to the erroneous conclusion that the hiring team wasn't interested. Jeff decided to give SmartMessage a try to better stay in touch with candidates. And it did just that. "With SmartMessage, candidates are more accessible and much faster to respond," he said.

A combination of messages and phone calls, drawing attention to next steps, helped to reactivate dormant candidates. The overall candidate response rate increased significantly. In fact, Goody and his team were hugely impressed when they realized that oftentimes, candidates reply to messages within a matter of seconds; a mark of incomparable engagement compared to email and telephone. Impressed with the results, Goody decided to adopt SmartMessage as part of a multichannel communications strategy — one that would bolster candidate engagement.

## Product or Program Innovation

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Designed to remove the communications barrier between hiring teams and candidates globally, SmartMessage makes jobs accessible to candidates from any and all backgrounds, whether they are constantly on-the-move, or have no stable access to the internet, or don't have an email address. The product leverages SMS and WhatsApp so companies can hire from their candidates' favorite messaging platform, wherever they are in the world. These engaging messaging platforms help ensure that candidates respond quickly and move through the hiring process efficiently.

Inbox transparency directly contributes to collaborative hiring as hiring managers and recruiters can participate in ongoing conversations with candidates and share a

comprehensive messaging history for better visibility across the entire team. Finally, SmartMessage offers flexible tiered pricing for users of varying message needs. Specifically, SmartMessage “democratizes” texting for the entire hiring team by offering smaller packages for hiring managers. Most text recruiting products are priced for recruiters only. However, SmartRecruiters believes hiring managers should also have access to texting for better internal collaboration and the best candidate experience.

## Unique Differentiators

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Native capability ensures data compliance by hosting data within SmartRecruiters. Customers can rest assured that data practices around candidate texting data stay compliant. A centralized inbox allows all text and email communications to be stored in one place without requiring the use of additional plugins. Finally, leveraging WhatsApp functionality in addition to SMS significantly expands demographic reach. WhatsApp is considered the number-one social messaging app in the world.

## Measurable Results

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- *“With SmartMessage, candidates are more accessible and faster to respond.”* — **Jeff Goody**, Salud Family Health Centers
- *“With SmartMessage, our candidates are much more engaged and respond faster than before.”* — **Lauren Daly**, Foster Farms
- *“SmartMessage has helped us be more productive and our candidate engagement is much faster.”* — Spokane Teachers Credit Union

## About Brandon Hall Group

With more than 10,000 clients globally and 25 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Some ways we can help...



### MEMBERSHIP PACKAGE

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### ADVISORY OFFERINGS

Custom Research Projects, including surveys and focus groups interviews. Organization Needs Assessment for Transformation, Technology Selection and Strategy.



### EXCELLENCE AWARDS

Global recognition showcasing leading programs and practices with a library of case studies.



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