



Using SMS and Mobile Tools to Improve Communications with Candidates and Clients



Your Host Today
3seventy CEO, John Wright



John has over 20 years of experience in sales, marketing, and executive leadership from start-ups to \$1B public companies.

5 Key Ways Mobile is Improving Staffing & Recruiting



Reach a Larger Audience

SMS reaches 99% of mobile phone owners
With a 95% open rate within 3 minutes

Reaching a larger audience faster

Fill Job orders and postings

Connecting with Millennials

In-Event Opportunities



Improved Customer Experience



- Interactivity
- Confirm coverage dates and references
- Send FAQs via Mobile Website Link
- Quick response time to questions

67% Want Regular Updates



Faster Response Rates



- Targeted Broadcast: Shift Openings and New Job Postings
- Reference Requests
- Interview reminders
- Automated Status Updates

Sales Productivity Increase

- Productivity Increased
- Smoother process flow
- Integration into CRM system or other candidate tracking software
- Cross-Channel Marketing / Sales
- Measure Impact of Mobile



Case Study

A staffing industry leader with nearly 40 years devoted to relationship building. More than 20 offices across the US.

Pain Point: Filling job orders quickly to satisfy their client while updating Applicant CRM system

Solution: SMS API Integration

Result: 10,000 candidates in their SMS database, faster response rates, and happier customers



Brand Trust

- Tech-Savvy Firm
- Thought Leader
- Aware of Trends
- Access to Best Opportunities & Candidates



Professional SMS Etiquette

- Get the Opt-In First
- Make Opt-In Easy
- Text during normal business hours
- Know your audience
- Use normal business communication etiquette



About 3seventy

3seventy's vision is to connect businesses and their customers through text.



Thank you Questions?

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