

Case Study:

Global Employment Solutions

Bala Cynwyd, PA



Global Employment Solutions helps connect recruiters and candidates for a wide variety of staffing and consulting needs. They offer a wealth of global resources under one roof, while providing the personal service of a local business.

Challenges

When Jessica Marbot started at the Bala Cynwyd office, she noticed that recruiters were relying on phone calls and emails to reach candidates. Jessica found that often times these methods took much needed time out of their day.

From a business standpoint, using only phone calls and emails limited her team's ability to engage with candidates, and often led to no engagement at all. This was costing her branch money.

Drawing on previous experience, Jessica knew that with the Zipwhip platform her entire recruiting team could leverage two-way text messaging through an existing office phone number. "With Zipwhip, recruiters feel like they have more options than just leaving voicemails," Jessica said.



Within a month of using Zipwhip, Jessica was able to **place 17 candidates** through texting alone.

"The ROI is immediate. If you place one candidate on a full-time job for \$10/hr, you make the monthly fee back in less than a week."

-Jessica Marbot, Account Executive

Results

Jessica's team uses Zipwhip for scheduling interviews, confirming appointments, and streamlining communication as a whole.

"Texting is my go to feature for contact with associates," Jessica said. "When you have shifts in a wide range of start times, it's the best way to reach people. It gets a response right away."



The Bala Cynwyd office receives and sends over **90 texts per day.**



Jessica recalls a time she received 100 responses from candidates on a job listing. She used Zipwhip to reach out to the 30 most qualified candidates, and 28 confirmed that same day. The kicker? This all happened on a Sunday. "I don't have time to make calls on a Sunday."

Whether it's back and forth communication with higher level position associates, group texts for filling large industrial or manufacturing orders, or for reminding candidates of an upcoming job fair, texting has proven to be a great addition to the daily workflow of all her recruiters. No call, no shows are down too, as follow-ups for interviews and job placements can now be sent via text the night before.



Zipwhip lets businesses add texting to their existing landline, VoIP, and toll free numbers so customers can choose to text or call, and our software makes it easy to handle text message conversations at scale.

Spencer Stevenson
Text or Call
(206) 582-3750
sstenenson@zipwhip.com
www.zipwhip.com