# JOBOTI

# 5 TOOLS
# IN WHATSAPP FOR BULLHORN

that will improve your candidate engagement and optimise your recruitment process.

Bullhorn

WhatsApp has become a fully integrated aspect of our daily lives. Whether young or old, almost everyone uses WhatsApp. Whereas we'd mainly message friends and family up until a few years ago, it has now been accepted that WhatsApp is also used for business.

Moreover, candidates believe it to be one of the most favourable means of communication. Better than receiving phone calls at inconvenient times or at your current workplace.

In WhatsApp, you can respond whenever it suits you best. The response rate is low when sending out emails and often takes longer. Besides, candidates check their WhatsApp more frequently than their emails.

In this whitepaper we'll take you through the possibilities of WhatsApp Business for Bullhorn. We'll show you how the use of WhatsApp can support you through different phases of the application process.

## 3 ADVANTAGES OF WHATSAPP BUSINESS

→ 99% of candidates use WhatsApp

→ Candidates respond faster and more often through WhatsApp

→ All conversations are fully logged and processed in Bullhorn

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# CANDIDATE JOURNEY

**The candidate journey is the journey the candidate embarks on, from the orienting phase up until either getting a contract or a rejection.**

Whatever the journey may be, you'll meet the candidate online or offline as an organisation. Recruiters will continue to impact the candidate's experience and their eventual choice for your organisation for a long time.

Because of this impact, and the power of a personal approach, recruiters could use some support.

That's how you truly make a difference. WhatsApp Business can offer you this support. Through WhatsApp, you contact your candidate faster than with emails or voicemails. We'll highlight 5 moments in the candidate journey in which WhatsApp Business can make a difference.

# WHATSAPP SMART INBOX

Smartphones have become part of our daily lives. Calls, emails, WhatsApp, it all happens on the smartphone.

For recruiters, it's not different. On the one hand, it's very convenient, because you're always available to your candidates. But what if you're on holiday? Or you've found a new job? All conversations are on your phone, so your colleagues are unaware of any agreements you've made with a candidate.

To tackle that problem, we've launched WhatsApp Smart Inbox. Because let's be real, you wouldn't email your candidates with your hotmail-address without a Bullhorn link, would you?
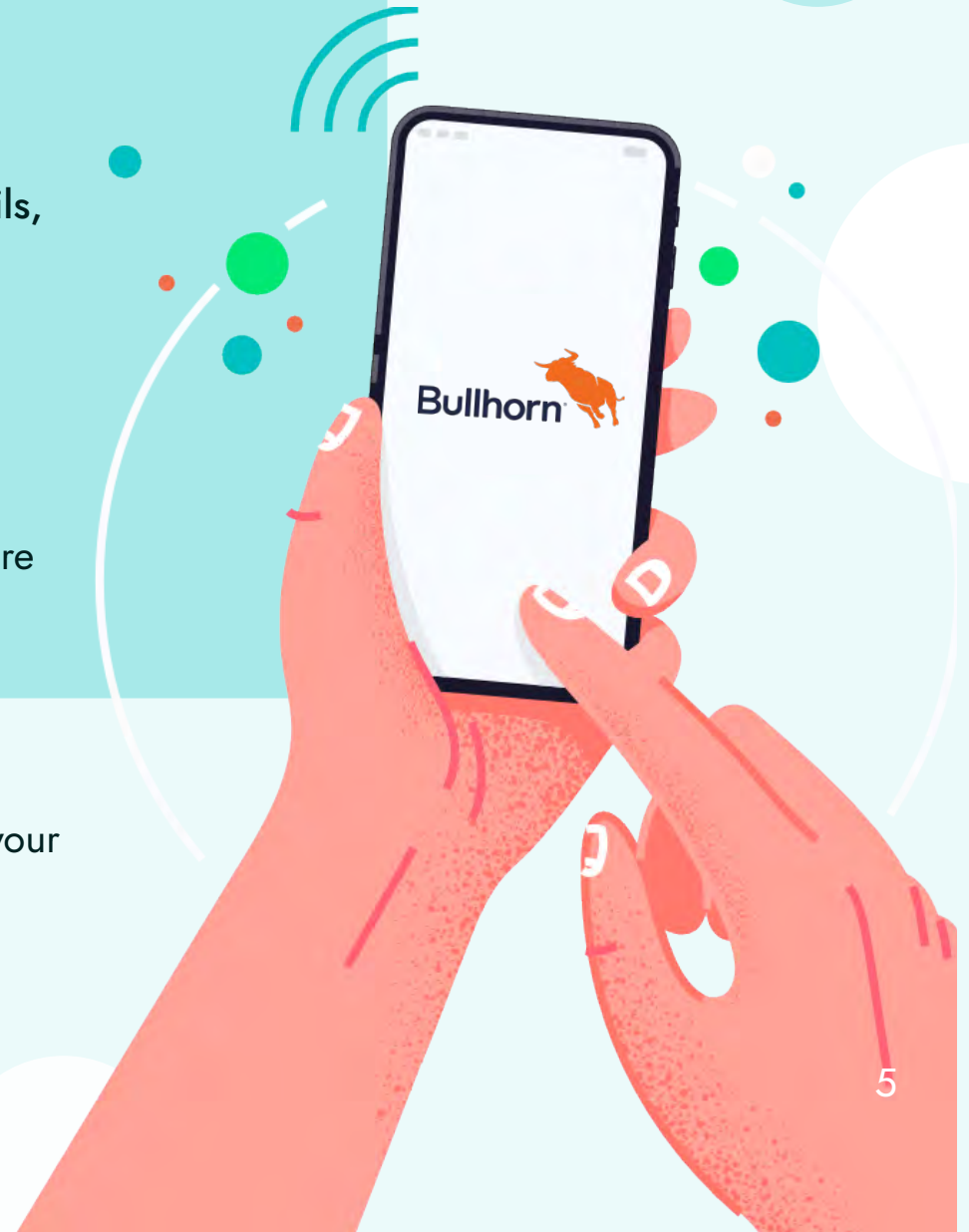
## WHAT IS WHATSAPP SMART INBOX?

Long story short: with WhatsApp Smart Inbox you can directly send out WhatsApp messages to your candidates from Bullhorn. So now you can just leave your phone on the desk. A significant benefit is the fact that all WhatsApp conversations are automatically logged into Bullhorn. You and your colleagues will always be aware of the agreements made.

## A SUMMARY

→ Send and receive WhatsApp messages from candidates directly from Bullhorn

→ All conversations are fully logged and GDPR proof.

→ No more hassle with transferals. Your WhatsApp conversations are always visible for your direct colleagues.

→ The WhatsApp Inbox has an app for both iPhone and Android, so you can still use WhatsApp on your smartphone, but everything is automatically logged into Bullhorn.

# WHATSAPP APPLY

Candidates can doubtlessly apply through an application form on your website. By adding a WhatsApp button, they can also apply effortlessly through WhatsApp.

You can also automatically send candidates a WhatsApp with additional pre-selection questions after they've filled out a form in a Facebook or Instagram campaign. All the information you've requested is automatically processed into Bullhorn.

# APPLYING THROUGH WHATSAPP HAS A FEW ADVANTAGES:

→ 99% of all candidates have WhatsApp on their phone

→ Replying to (application)questions in a chat is a more pleasant experience for the candidate than filling out an application form

→ Candidates give out more data in dialogue than in forms

→ Candidates can easily ask questions about the job or later on about the status of their application through WhatsApp

→ Your conversion will improve, so you'll receive more applications

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# FACEBOOK LEAD ADS

There's a big chance your candidates spend lots of time on Facebook or Instagram, and you reach them through social media campaigns. Using Facebook lead ads will make generating leads a lot easier. But how will you follow up on these leads and process them into Bullhorn?

This is where WhatsApp Business comes in. Every candidate who leaves their details will immediately receive a WhatsApp message from your organisation. To thank them for their interest, but also, for example, to ask specific pre-selection questions. This additional information will immediately link the correct profile and vacancy in Bullhorn. This way, you can build a solid file and have insight into the qualitatively good candidates.

# JOB ALERTS[1]

A job alert is a popular way of keeping your candidates updated about new vacancies. You can send them out by email, but you won't be the only one. It's hard to stand out that way. It's a waste if your candidate misses the vacancy that would fit their profile.

Almost everyone uses WhatsApp, and with an open rate of 90%, it is much higher than email. If you send out a job alert in WhatsApp, the chances are very high that the candidate does see the new vacancy.

We can link our virtual assistance to Bullhorn for this. So, whenever you publish a new vacancy, the virtual recruitment assistant can send the interested candidate a WhatsApp message. As a result, many more candidates will view your new vacancy and respond faster. These responses will automatically be processed into Bullhorn so that you immediately know which candidates want to take the next step as a recruiter.

# GDPR

**Because of the GDPR legislation, it's essential to regularly check whether candidates still approve of saving their personal information.**

Many companies still send emails. The disadvantage is that most people don't act on these. You'll have to remove the candidates that don't respond to Bullhorn. That's a waste of the relationship.

Through our virtual assistant, you can check this information on WhatsApp. The candidate can simply respond with the yes (or no) button. WhatsApp messages are often opened, and the response rate is about three times higher. The result is that more candidates will approve of saving their personal information in Bullhorn.

# INTERVIEW PLANNING

A new candidate has applied. You're pleased with the profile and want to invite them for an interview. Back in the day, you would have to find room in your schedule, send out some options, wait for a response, and plan the appointment after a few tries.

Now, this can be done a lot quicker. You can give the candidate the 'invite' status in Bullhorn, and the virtual assistant can send out a WhatsApp message with the good news and the available dates for the interview. Because this is linked with your schedule in real-time, the candidate can plan their interview. This is much faster for the candidate and saves valuable time on your agenda.

# INTEGRATIONS

### Links with Bullhorn

If a candidate applies for a role through WhatsApp, of course you'll want to save that information in Bullhorn immediately. Almost all these systems currently feature API to exchange data. Our virtual assistant in WhatsApp can easily connect to Bullhorn through an API. With our WhatsApp solutions you can send and receive your WhatsApp messages directly from Bullhorn, and all communication will be saved according to GDPR legislation.

### Links with calendar

By linking a recruitment assistant to your calendar, you can save a lot of time planning interviews. You can decide which times you want to reserve for an interview. Did something urgent come up? No problem! The virtual assistant checks whether you're available on the specified days in real-time. Your candidate is notified immediately through WhatsApp, as he receives a few options. This makes planning a lot quicker and easier for yourself and the candidate.

### Links with website

A WhatsApp button on your vacancy page is enough to let a candidate apply through WhatsApp. You can place the button on the website with Google Tag Manager. Your website agency can quickly help publish the button.

# 3 DIFFERENT WHATSAPP SUBSCRIPTIONS

Worldwide, over 2 billion people use WhatsApp. However, people are unfamiliar with WhatsApp Subscriptions.

**WhatsApp**

**WhatsApp Business**

**WhatsApp Business API**

## WhatsApp

The regular version of WhatsApp is the household version almost everyone has on their phone. This version is free; you can easily message friends, family, and candidates. The disadvantage is that you can't save the communication into Bullhorn, so it's only coupled to your phone.

## WhatsApp Business

You can find the WhatsApp Business App in the App Store or in Google Play. This app has many more possibilities; for example, you can make a digital business card—which contains, among other things, your business times or set up an out-of-office. In doing so, people receive an automatic reply if they text you after 18.00. You can also link WhatsApp Business to a landline phone number.

The disadvantage of this is that WhatsApp Business from the App Store can only be paired with one phone number, and the conversations can't be logged into Bullhorn.

## WhatsApp Business API

And then, we have the third, most recent WhatsApp subscription: WhatsApp Business API. This subscription can:

→ Send out WhatsApps to candidates directly from Bullhorn
→ Log all your WhatsApp conversations into the right candidate file
→ Message multiple candidates at once with the virtual assistants
→ Save all your WhatsApp conversations in line with GDPR legislation
→ Take over your colleagues' conversations through the same business account

At Joboti, we collaborate with Messagebird to activate the WhatsApp Business API subscription. Our WhatsApp Business solutions, including the WhatsApp subscription, can be bought for 299 Euros a month, and the first 1000 conversations each month are free.

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# LET'S DISCUSS THIS TOGETHER.

We'd love to tell you more about our recruitment assistants and the possibilities of WhatsApp. Better yet: We'll show you everything in an online demo! Which one do you prefer?

Or get in contact with Luuk van Neerven:     luuk@joboti.com     +31 (0)6 11 75 16 18