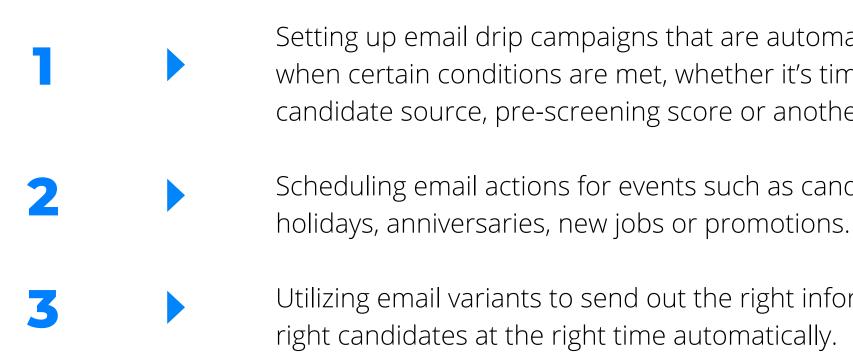


How Sodexo Automated Candidate Engagement with Avature

Three Ways That Sodexo is Leveraging Avature to Automate Engagement



Check Out How You Can Automate Engagement With Avature

The Starting Point: Sending a thank you message when candidates join your talent community, asking them to specify how of often they want ot hear from you and giving them a taster of content to come, such as an employee story or the latest newsletter.

Easy-to-Use Avature Functions: Automating the assessment process, including a prescreening interview invite and a check-in update further down the line

Taking it Up a Notch with Avature: Automate your entire drip campaign based on candidate behaviour. Send candidates different content based on their level of interest, for example, whether they opened your email or not or how often they say they want to hear from you.



Setting up email drip campaigns that are automatically triggered when certain conditions are met, whether it's time passed, candidate source, pre-screening score or another criteria.

Scheduling email actions for events such as candidate birthdays,

Utilizing email variants to send out the right information to the

Key Stats to Make the Business Case



SMS

96 percent of automated emails were opened by candidates, and 89% of them clicked through the list of job openings

Average response rates went from 37 percent to 167 percent in a year after automating SMS



To anyone considering Avature CRM, do it yesterday. It's a tool that I personally could not do my job without. Thinking about sourcing and candidate engagement before Avature, with spreadsheets and manual emails, the tracking difficulties, seems like ancient history.."

Coral Zelachowski

Senior Recruiter / Strategic Sourcer



