



## How Sodexo Automated Candidate Engagement with Avature

### Three Ways That Sodexo is Leveraging Avature to Automate Engagement

- 1** ▶ 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.
- 2** ▶ Scheduling email actions for events such as candidate birthdays, holidays, anniversaries, new jobs or promotions.
- 3** ▶ Utilizing email variants to send out the right information to the right candidates at the right time automatically.

### 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 often they want to 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 pre-screening 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.

### Key Stats to Make the Business Case



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