



Introducing Sense Journeys

Powering the Next Generation of Great Staffing Firms

Full Cycle Automation at Scale

In the staffing world, people are at the heart of our business. These people can be job seekers, clients, or teammates – but they all must work together to make a placement. Each of these folks has their own journey with your firm.

From the moment they start working with you to the moment they step away, there is a relationship that is built – one that is hopefully on trust and loyalty. The bricks that build a strong relationship are moments of connection between people, conversations sparked by care and commitment.

With the rise of the digital age, we have seen these connections both grow and deteriorate. There is more access to more people and more ways to communicate than ever before – however, the ability to connect thoughtfully to more people has remained elusive. Marketing was the first industry to focus on personalized communication at scale with the rise of the CRM platform and communication automation. Newer tools combine the power of automation with Artificial Intelligence that learns and gets smarter at connecting customers with brands. Now it is staffing's turn to use AI and automation to connect recruiters and candidates better than ever before.

Everyone with a job has been hired by someone at one point or another. In other words, we have all been a candidate. We all know what it feels like to submit a resume and wait anxiously for someone to reach out to us.

It's the Staffing Industry's turn to use AI and automation to connect recruiters and candidates better than ever before.



The staffing industry was born out of the need move faster and more efficiently and optimize putting talented people into the right roles. However, today's "war for talent" has left most firms in a tough spot.

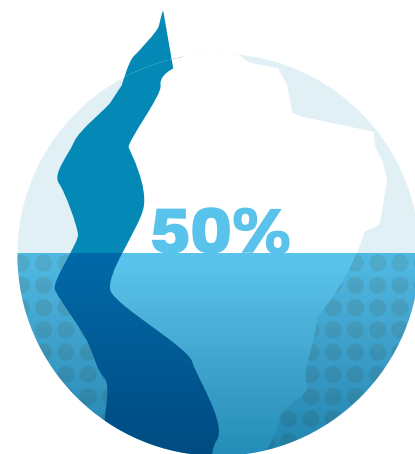
They are under pressure from fierce competitors and well-informed candidates, and way behind on technology.. Recruiting firms spend millions of dollars a year on tech like job boards but end up overwhelmed with low quality submissions so that, by the time you get through to a great candidate, it's often too late.

There is some good news for you. Here at Sense, we've discovered over and over that 50% of the talent you source from job boards is already in your ATS! And there are plenty more willing to make a move for "the right role" than ever before. The increasing significance of the contingent and [liquid workforce](#) is just further proof that building long term relationships with candidates is a winning strategy for staffing firms.

That is why we built Sense Journeys. Sense Journeys give staffing firms the ability to engage and deepen relationships with candidates, customers, and employees at scale - and ultimately grow revenue, increase satisfaction and drive more hires.

In this eBook, we will introduce you to the three types of Journeys you need to grow your business: Talent Journeys, Sales Journeys, and Team Journeys. Every Journey is designed to start a meaningful conversation, a conversation that could lead to a hire, a sale, or a new insight that you might not have otherwise uncovered. Powered by the data you already have in your ATS, Sense Journeys deliver timely sequences of personalized communication to everyone in your database.

Whatever your business goals, Sense Journeys will get you there faster.



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Talent Journeys

Talent Journeys are roadmaps of personalized communication for every candidate in your ATS, delivered at scale and customized with real-time data.

Talent Journeys are built to keep prospective talent, current placements, recruiters, and clients in the loop and well looked after during the full candidate lifecycle, from sourcing to redeployment.

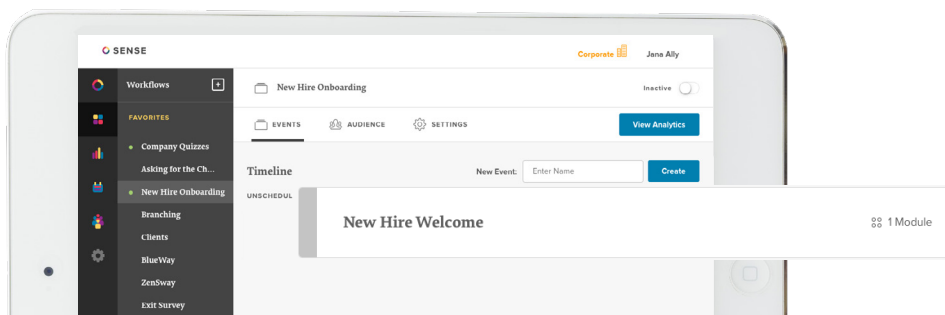
Candidate engagement is all the rage, but it's overwhelming and difficult to maintain at scale. With extra tasks on your recruiters' plates coupled with the "war for talent", many firms are seeing higher and higher costs per hire, and lower and lower candidate satisfaction and redeployment rates. Talent Journeys by Sense changes all that.

Each stage in a candidate's lifecycle has its own narrative. As such, each deserves its own sequence of customized messages and individualized attention.

Some examples of Sense Talent Journeys include:

- The Passive-to-Active Journey
- The Submission Journey
- The Interview Journey
- The Pre-Deployment Journey
- The On Assignment Journey
- The Redeployment Journey
- The Alumni Journey

Each Talent Journey has built-in personalized messaging and rich insights that target every stage and candidate.



Here are some stats to consider:

Staffing firms generally see
>20% drop-off from offer to start

Involuntary turnover is
often as **high as 25%**

Most company's redeployment
rates are **under 5%**¹

Build custom automated journeys
using **Sense Journey Builder**.

1. Sense Data

Here is an example of an Interview Journey.

STEP 1	You finally found the right person for a critical role. Time to set them up with an interview.
STEP 2	Set them up for success! Sense will send over background on the company and the hiring manager.
STEP 3	Just because this candidate accepted the interview does not make this a done deal! Sense reminds them the day before their interview of the date, time, and location so there is no confusion.
STEP 4	Once the interview is complete, the candidate and hiring manager need updates and feedback. Sense follows up with both parties and gets you the information you need.
STEP 5	If it is a fit, Sense will automatically send an update to the candidate on their status with information on next steps.

That is five individual touchpoints, seven if you count client and candidate separately, that each recruiter would have to manage just for one fraction of the candidate lifecycle (and they say sourcing takes most of the work!). This is where Sense Talent Journeys turbocharges your recruiting team. Talent Journeys reinvent candidate communication and engagement by saving your team valuable time and ensure your candidates get the best possible experience.

Sense is like an extra member of your team, responsible for candidate and client coordination. Each Talent Journey delivers a sequence of personalized email messages and texts delivered based on custom triggers, for example the pre-deployment journey triggers off of the start date entered in your ATS. Emails and texts are auto-populated with real-time data from your ATS to deliver a personalized experience from recruiter to candidate and client. These messages then facilitate two-way communication and add to the candidate and client experience.



Candidates who received feedback on the same day as their interview are **52% more likely to deepen their relationship with a firm**, which includes reapplying and referring others.²

84% of firms fail to personalize the candidate experience throughout the recruiting process.³

2. 2019 Talent Board Report
3. 2018 Phenom People Report

Sales Journeys

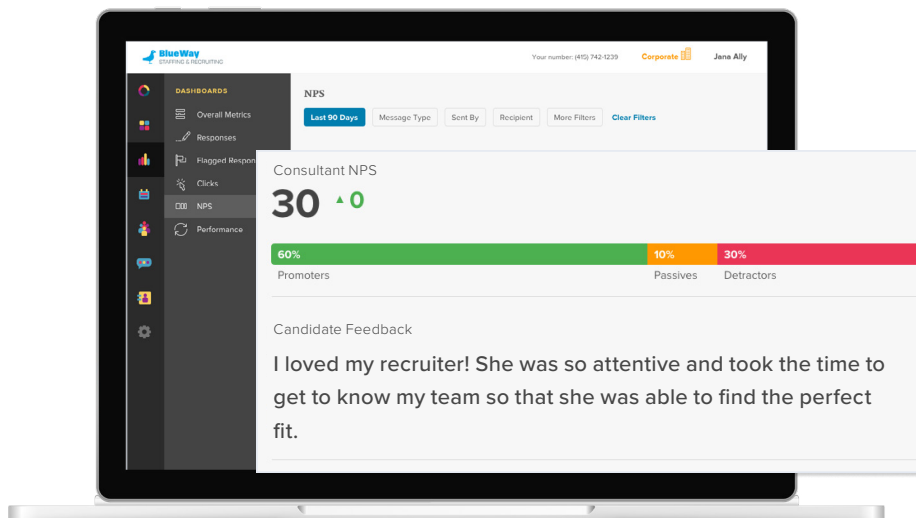
Sales Journeys are for your clients, current and prospective. Focused on driving pipeline and value to your customers, a Sales Journey nurtures the customer lifecycle.

Most firms fail at delivering consistent, relevant outreach and you never know when a client or prospect will have a need. They won't always reach out to you - you need to reach out to them.

Some examples of Sense Sales Journeys include:

- The Prospect-to-Client Journey
- The On-Assignment Journey
- The Activation Journey
- The Post-Assignment Journey
- The First Hire Journey
- The Inactive Journey

Each Sales Journey delivers personalized messaging and rich insights that target every stage and client.



Businesses who nurture leads make **50% more sales at 33% lower cost** than non-nurtured prospects.⁴

Build a 1:1 connection with your contacts and get clear reporting on your clients' experience using **Sales Journey analytics**.

4. Forrester (Bellicent & Cullen 2017)

Here is an example of a First Hire Journey:

STEP 1	A new client needs your help filling a role! Sense shoots a quick note out to your client assuring them you are on it and simultaneously alerts your recruiters to the new rec.
STEP 2	You finally found a match. Sense updates the client and hiring manager on the new candidate you have sourced.
STEP 3	The client is interested - now it is time for the first interview! Sense sends the hiring manager an interview guide and some tips to make the process run smoothly.
STEP 4	The candidate is moving through the interview process. Sense checks in on the client and makes sure they know you are working on getting them a placement.
STEP 5	You make an offer! Sense updates the hiring manager on the candidate's status and shoots a contract to your client.
STEP 6	The candidate is placed and happy. Sense congratulates your customer on their first hire and requests feedback on their experience with your firm.

Sense Sales Journeys act like a personal concierge for your clients. Like the Talent Journey, each Sales Journey delivers a sequence of email messages and texts customized to a moment in the buyer lifecycle.

While 31% of the time, customers switch firms because of price, **34% of the time, customers switch because of the level of service.**⁶

For example, the First Hire Journey outlined above would trigger off of the job and candidate status in your ATS. These messages deepen the client relationship and establish trust, resulting in future business and increased loyalty.



It is **16x less costly** to cultivate the loyalty of an existing customer than to build a relationship with a new customer.⁵

5. Customer Relationship Management: Concepts and Technologies (Buttle and Maklan 2015)

6. Verint 2017 Whitepaper

Team Journeys

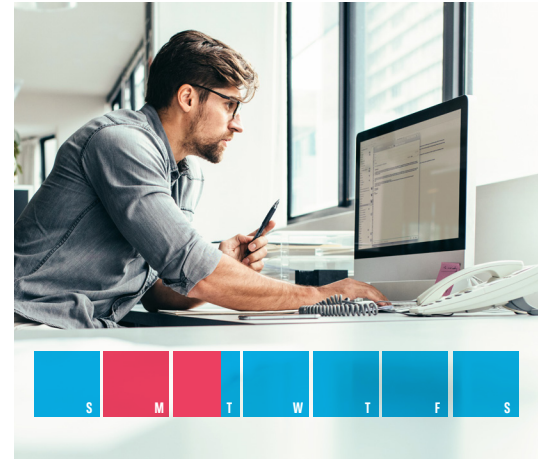
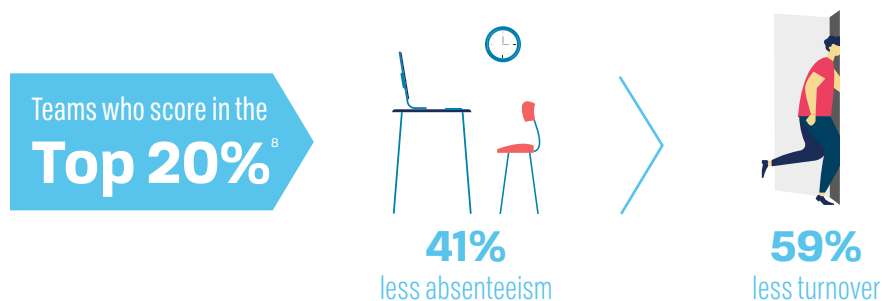
Keep your teams in sync seamlessly. Not every check-in should be fully automated, so Sense will also remind your team to complete critical in-person check-ins and make sure processes gets followed.

Managing recruiting teams, large or small, is challenging because recruiters have so much on their plates. Keeping everyone aligned and properly trained is a herculean task. This is where Team Journeys come in. Automate critical internal communications and notifications to help recruiters do their job better, making your clients and candidates much happier.

Some examples of Sense Team Journeys include:

- **The Onboarding Journey**
- **The Client Services Journey**
- **The Performance Journey**
- **The Referral Journey**

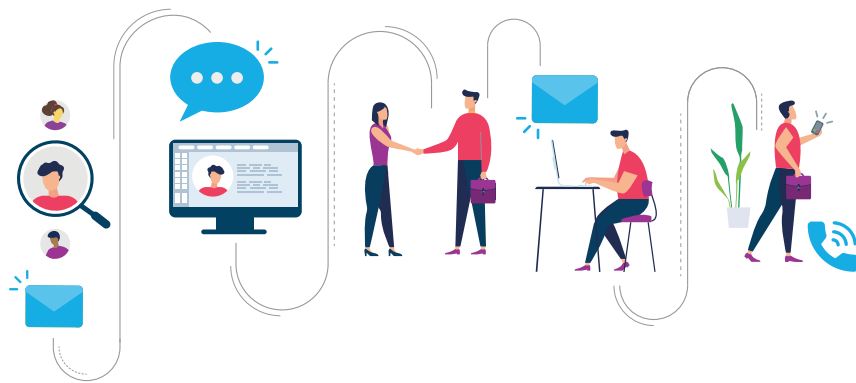
Each Team Journey delivers personalized messaging and rich insights that target every employee. Happier, more productive employees make for happier candidates and clients.



Recruiters on average spend about a **quarter of their week**—more than one full day—on **repetitive, manual tasks**.⁷

7. Ideal Report 2019

8. Gallup Workplace Report 2017



Top performing and highest ranked NPS Sense partners have an average of **8-10 client touchpoints a quarter.**⁹

Here is an example of a Client Services Journey:

STEP 1	It's a few weeks into an assignment. Sense reminds the recruiter to do a check-in with your client on additional opportunities and call the candidate to make sure everything is going well.
STEP 2	30 days before a candidate's placement is set to end, Sense reminds the recruiter to confirm the end date or see if there's an opportunity to extend the placement. That way they can get ahead of finding the candidate's next placement.
STEP 3	A candidate or client submits a less-than-stellar NPS score. Sense alerts both the recruiter and account manager to help them get to the bottom of it.
STEP 4	You want to increase employee engagement and performance. Sense sends out a company-wide monthly newsletter highlighting stellar examples of customer and candidate service to educate and inspire your employees.

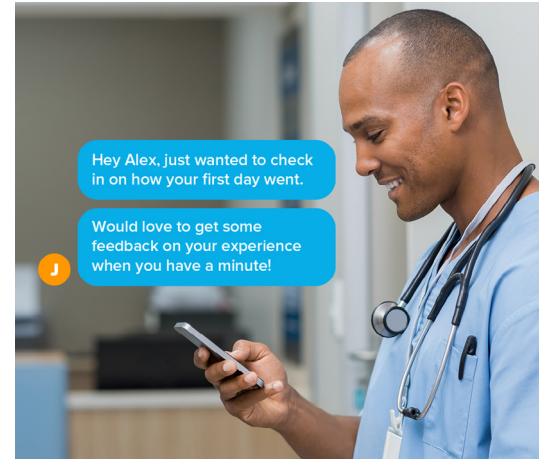
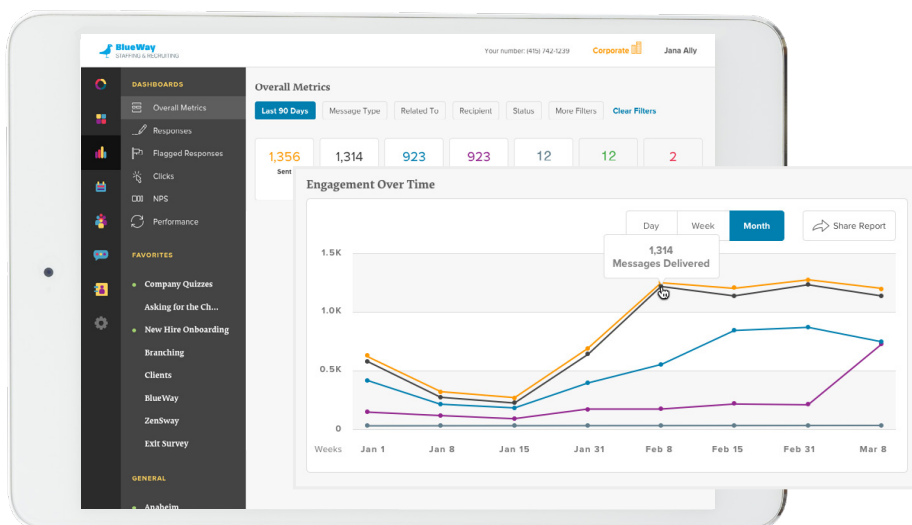
Sense Team Journeys make running a staffing firm a little less stressful. Alert your team to issues and encourage best practices without lifting a finger. Like the other types of Journeys, each Team Journey is a custom sequence of email messages and texts delivered based on specific triggers. For example, the Client Services Journey outlined above triggers off of feedback and scheduled events. Using Journey analytics, track employee engagement and ensure all notifications are followed up on. Your team already has a ton on their plate, give them Team Journeys so they can do their best work.

9. Sense Data

How to Maximize Sense Journeys

Building a relationship with candidates means building a Journey based on where they are, to get to where you want them to be.... PLACED. These relationships are built way before most firms realize.

Your employer brand is built through every interaction you have with a candidate, client, or employee, from a LinkedIn post to a networking event to the on-site interview experience. Sense helps you make sure these interactions are consistent across platforms and recruiters. Candidates, clients, and employees need to be aware of you, and what you can offer them, before they even engage. And companies that focus on making talent their competitive advantage, ultimately win.



Companies that **focus on making talent their competitive advantage** ultimately win.

View real-time ROI with **Sense Journey Analytics.**

A Few Key Things to Keep in Mind When Mapping Your Journey

- ✓ **Keep it simple.** Don't overwhelm your candidates with information or ask them to do a lot of work. Your goal is to start a conversation so that your recruiters can consult from there.
- ✓ **Don't over personalize the message.** This seems counterintuitive but candidates don't want to be told what they want, and you put yourself at higher risk of coming off tone deaf.
- ✓ **Make sure the message comes from someone they know.** Personalize the From: and phone number to make sure your message gets read.
- ✓ **Meet them where they are.** Segment and understand your audience before you develop your journeys because delivering a relevant message in the right way at the right time is key to success.
- ✓ **Use a mix of media.** Don't just spam your candidates with tons of emails, mix in personalized SMS messages to create a unique candidate experience and shorten response times.
- ✓ **Junk in equals junk out.** in the age of automated candidate engagement, the quality of your candidate data is a competitive advantage that separates the winners from the losers.

What journeys do you need to move the needle? Get started with these templates and start seeing the immediate business impact of candidate engagement.



**Ready to get started? Contact your
Sense Customer Success Manager or visit sensehq.com**