



... fast-track their e-recruitment with Zaptext



**P**fizer, the leading pharmaceutical company in the UK , needed to recruit sales people for it's re-structured sales organisation.

Using Zaptext, Pfizer were able to establish their own branded e-recruitment environment , in record time, with no involvement from internal I.T. staff.

The Zaptext e-recruitment environment allowed candidates to submit WEB-CV's via their browser, with all onward recruitment stages (screening, assessment invitation etc) being supported by the latest communication media, including personalised e-mail, and SMS.

With a secure log-in, Pfizer's internal assessors, could see and analyse all candidate data, in real time, from anywhere.

On the strength of Zaptext's 24x7 availability, Pfizer made Zaptext the **ONLY** way in which candidates could apply in response to national advertising.

**"Zaptext really did well to hit our deadline"** says Samantha Walker, Head of Pfizer HR. **"The best feedback we have had on the whole project has been the design of Zaptext"**

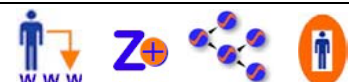
## 1 – National Advertising Campaign

- ✓ National advertising in over twenty different publications
- ✓ Zaptext was the **ONLY** way to apply
- ✓ **NO** change to Pfizers I.T. infrastructure
- ✓ **NO** involvement required from I.T. department

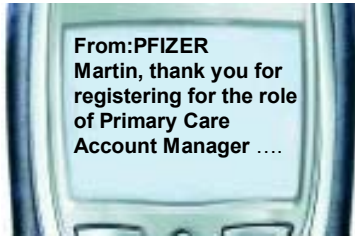
## 2 – Candidate Registers on Pfizer Branded Zapcapture Screen

- ✓ Candidate provides details, and "Web-CV" on-line
- ✓ Zaptext database is automatically updated, and event chain is triggered (to handle outbound SMS and E-Mail)
- ✓ Pfizer marketing collateral embraced and enhanced by Zaptext Professional Services

Zaptext components (see key)



### 3 Immediate Personalised Zap-Flyer E-mail and SMS



Dear Martin  
Thank you for applying to Pfizer for the role of Primary Care Account Manager .

✓ Personalised, Branded SMS and Zap-flyer E-mail sent to acknowledge application

✓ Entire process is 100 % automatic

Zaptext  
components  
(see key)



### 4 Telephone Screening with Auto Email Invite for Successful Candidates

Telephone Screening (v2.7) for Martin Wareham

Forename	Martin	Date Registered	10/11/2004 13:50 Wed
Surname	Wareham	Date of Birth	02/06/1979
Driving Licence	<input type="radio"/> Yes <input type="radio"/> No	Category	Late Entry
Degree Completion Date	23/06/2000	Degree	
Relocate NO		Screened By	pizeradmin
Building Expertise	<input type="radio"/> C1 <input checked="" type="radio"/> C2 <input type="radio"/> C3 <input type="radio"/> C4 <input type="radio"/> C5	Preferred Location	Molands based
Drive For Results	<input type="radio"/> C1 <input type="radio"/> C2 <input type="radio"/> C3 <input checked="" type="radio"/> C4 <input type="radio"/> C5	Desired Role	Primary Care Account Manager
Impact & Influence	<input type="radio"/> C1 <input type="radio"/> C2 <input checked="" type="radio"/> C3 <input type="radio"/> C4 <input type="radio"/> C5	On Hold	<input type="button" value="On Hold"/>
Initiative	<input type="radio"/> C1 <input type="radio"/> C2 <input type="radio"/> C3 <input checked="" type="radio"/> C4 <input type="radio"/> C5	Withdrawn	<input type="button" value="Withdrawn"/>
Planning & Prioritising	<input type="radio"/> C1 <input type="radio"/> C2 <input type="radio"/> C3 <input checked="" type="radio"/> C4 <input type="radio"/> C5	Assessment Day Date	28/10/2004
Leadership, Teamwork & Cooperation	<input type="radio"/> C1 <input type="radio"/> C2 <input type="radio"/> C3 <input type="radio"/> C4 <input checked="" type="radio"/> C5	Invite	<input type="radio"/> POST <input checked="" type="radio"/> EMAIL
Developing People " GSM/SSM ONLY "	<input type="radio"/> C1 <input type="radio"/> C2 <input checked="" type="radio"/> C3 <input type="radio"/> C4 <input type="radio"/> C5	(If the contact PASSES their telephone screen you must ENSURE you enter the contacts address below)	
General Comments	Martin came across very well on the phone, and sounds ideal PCAM material	Address 1	64 Gloucester Rise
Tele Screen Result	<input checked="" type="radio"/> PASS <input type="radio"/> FAIL <input type="radio"/> MARKETING <input type="radio"/> WEB <input type="radio"/> EXPERIENCED	Address 2	Hinkley
		Address 3	
		Town/City	Birmingham
		Postcode	B15 3WA
		Travel	

Untitled Document - Microsoft Internet Explorer

Dear Martin,  
Thank you for your recent application for the role of Primary Care Account Manager with Pfizer Ltd. I am pleased to formally invite you to an Assessment Centre on when we will have the opportunity to assess you against Pfizer's competencies and behaviours, whilst also giving you the opportunity to meet us.

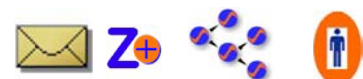
✓ Remote agents undertake telephone screening interview and enter results direct into the candidates zaptext record, over the web.

✓ Results are visible to all central staff as soon as they are entered.





✓ Dramatic time and cost savings

✓ When candidate is set to "Passed Telephone Screening", they get an automatic, personalised e-mail invite, to the relevant assessment day








Zaptext  
components  
(see key)






## ⑤ Candidate Profile Automatically sent to Assessor

 <p>Forename: Jonathan</p> <p><b>- Candidate Profile is e-mailed to ASSESSOR prior to interview</b></p> <p>Mobile</p> <p>Home Number</p> <p>Gender</p> <p>E-Mail</p> <p>Desired Role</p> <p>Preferred Loc</p> <p>Zapcapture Data</p>	<p>✓ <b>Assessors are automatically e-mailed candidate profiles prior to assessment days</b></p>																														
 <table border="1"> <tr><td>Building Expertise</td><td>3</td></tr> <tr><td>Drive for Results</td><td>3</td></tr> <tr><td>Impact &amp; Influence</td><td>4</td></tr> <tr><td>Initiative</td><td>3</td></tr> <tr><td>Planning &amp; Prioritising</td><td>4</td></tr> <tr><td>Leadership, Teamwork, Co-operation</td><td>3</td></tr> <tr><td>Developing People (DSM/SSM only)</td><td></td></tr> <tr><td>TOTAL Score</td><td>20</td></tr> <tr><td>Relocate? (if empty then yes)</td><td></td></tr> <tr><td>Screened By User</td><td>rcpfizer</td></tr> <tr><td>Category</td><td>INVITES 110804</td></tr> <tr><td>General Comments</td><td>22-29 aug hols</td></tr> <tr><td>Postcode</td><td>B93 8ST</td></tr> <tr><td>Primary Territory</td><td>36B</td></tr> <tr><td>Other Territories</td><td>34B, 34A, 35A,</td></tr> </table> <p>Telephone Screening Data</p>	Building Expertise	3	Drive for Results	3	Impact & Influence	4	Initiative	3	Planning & Prioritising	4	Leadership, Teamwork, Co-operation	3	Developing People (DSM/SSM only)		TOTAL Score	20	Relocate? (if empty then yes)		Screened By User	rcpfizer	Category	INVITES 110804	General Comments	22-29 aug hols	Postcode	B93 8ST	Primary Territory	36B	Other Territories	34B, 34A, 35A,	<p>Zaptext components (see key)</p> 
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 <p>Personal Profile</p> <p>An experienced and highly motivated sales professional; with the tenacity to deliver in competitive and complex markets. Tenacity to have a proven track record of</p> <p>Web CV</p>																															

## Key to Zaptext Components

	<b>Zaptext SMS:</b> Richly personalised SMS sent automatically or by central staff (singly or in batches), confirms registration, prompts candidate to phone in.
	<b>Zap-flyer e-mail:</b> Richly personalised e-mail, sent to support various points in the recruitment process, and contains linkoids where relevant.
	<b>Zapcapture :</b> Branded Data Capture screen, which stores candidate data in hosted database, and automatically triggers outbound media such as zap-flyer e-mail and SMS via an event chain
	<b>Zaptext Event Chain:</b> Zaptext event chain technology allows for true event-driven relationship management, via automated, time-delayed processes which are triggered by events which are important in the life-cycle of the recruitment campaign.
	<b>Zaptext Professional Services:</b> Developed all campaign marketing collateral (email / images / campaign logos), and specific "CV" data capture panels.
	<b>Zaptext Smart-Prompts:</b> A technology which allows internal staff to provide the "absolute minimum" information at run-time, for production of content-rich outbound media.
	<b>Zaptext Z+ Human Resources Enhancements:</b> Enhanced features designed for use in the Human Resources sector (Recruitment, Retention, Training, Staff Relationship)

 <ul style="list-style-type: none"> <li>- Largest pharmaceuticals company in the UK</li> <li>- On any given day, 40 million people around the world are treated with a Pfizer medicine.</li> </ul>	 <ul style="list-style-type: none"> <li>- Hosted CRM</li> <li>- Multilingual Digital Marketing</li> <li>- Business Process Automation</li> </ul> <p>info@zaptext.com </p>
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