Zaptext

 re-write the rules with Zaptext H.R. Enhancements

The Challenge

As the fastest growing network operator in Europe, Virgin Mobile needed to roll-out 100 new stores across the UK during the fall of 2003, and recruit staff for all of those stores. Virgin, together with their recruitment partners meta-morphose International, needed to find a way of managing the entire recruitment process:

- In an innovative way
- Against tight budgets and timescales
- In a way which maintained Virgins "people" perspective

Virgin Mobile sanctioned an end-to-end solution using Zaptext Core Technologies, as follows:

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❶ – National Press Advertisements

✔ **Candidates encouraged to register on Virgin Branded Zapcapture Screen**

✔ **Zaptext hosted all candidate facing web screens**

✔ **Zaptext Inter-continental fail-over ensures 100% up-time**

✔ **NO change what-soever to Virgins I.T. infrastructure**

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❷ – Candidate Registers on Virgin Mobile Branded Zapcapture Screen

✔ **Candidate provides "Phase 1" C.V. data on-line**

✔ **Zaptext database is automatically updated, and event chain is triggered (to handle outbound SMS and E-Mail)**

✔ **Virgin logo and marketing collateral embraced and enhanced by Zaptext Professional Services**

Zaptext components (see key)

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❸ Immediate Personalised Zap-Flyer E-mail and SMS

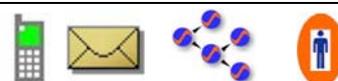**SMS: Alice** thanks for registering for the role in **Manchester**

Virgin mobile

Hi Alice,

Thanks for taking the time to register on our website, and good luck. We'll be in touch soon! Now that we have your mobile number, we might send you a text or two as well– after all, it's a mobile phone company you want to work for!

✓ **Event chain driven SMS and Branded Zap-flyer E-mail**

✓ **Both media fully personalised**

✓ **Data drawn from candidates record, and reflected back to them**

✓ **Entire process is 100 % automatic**

Zaptext components (see key)

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❹ Automatic SMS persuades candidate to phone in

SMS: Peter, it would be great to have a chat about the Virgin Mobile job. Please call me on 01242-253253

Forename	Peter
Surname	Copland
Mobile	07743733⬚⬚⬚
Background	○ A ○ B ○ C
Job Focus	○ A ○ B ○ C
Personal Motivation	○ A ○ B ○ C
Overall Rating	○ A ○ B ○ C
Preferred Location	Dundee ▾

☐ Pub/Licenced Trade (eg TGI Fridays)
☑ High Street General (eg GAP)
☐ High Street Telecomms (eg Phones4U)

✓ **Personalised SMS which prompts the candidate to phone in**

✓ **Sent AUTOMATICALLY 12 working hours after candidate registers**

✓ **When candidate phones in, internal staff undertake telephone screening interview and key results <u>direct</u> into the candidates zaptext record.**

✓ **Dramatic time and cost savings**

Zaptext components (see key)
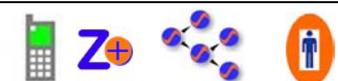
❺ Batched Zap-Flyers created with Smart-Prompt

To: Selected Contacts | Clear List | Preview eMail(s)

2 contact(s) have been selected | Quick Preview

Fiona Caldwell fi252003@yahoo.com
Peter Carter northlandsroad@btopenworld.com

Subject	Virgin Mobile retail advisor position- update
Signature Phrase	Charlotte Naylor
Message Type	Invite1
DATE of Assessment Day	19th October
TIME of Assessment day	2pm
PLACE of Assessment day	Durham
POSTCODE (eg RG1 2QL)	DH2 1DN

Show Mail Body

Virgin mobile

Congratulations Fiona,

You've made it to our short list, and we'd like to invite you to an interview. Here are all the details:

DATE
19th October

TIME
2pm

PLACE
Durham

We don't want you to get lost, so here's a map for you- just click here to see it.

Before you come, we need to hear a bit more about you. Please click here to answer a few questions- don't worry, it won't take long!

See you at your interview,

✓ **Staff only need to enter the Date and Venue of the assessment day into Zapflyer Smart-Prompts**

✓ **Bulk, personalised Zap-flyer E-Mails go out to _ALL_ relevant applicants at once** 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤 **....**

Zaptext components (see key)

❻ Second Level Zapcapture screen

✓ **When candidate clicks link on e-mail, they automatically go to zapcapture screen where they can provide "2nd level" CV information**

✓ **NO keying in for internal staff**

✓ **Keyed details are available to internal staff in real-time**

✓ **"Ad-hoc" production of single/batch SMS, Zap-flyer e-mail , "traditional" branded mail-merge letters .. ALL achieveable from the web-based zaptext zone**

Zaptext
components
(see key)

Key to Zaptext Components

	Zaptext SMS: Richly personalised SMS sent automatically or by central staff (singly or in batches), confirms registration, prompts candidate to phone in.
	Zap-flyer e-mail: Richly personalised e-mail, sent to support various points in the recruitment process, and contains linkoids where relevant.
	Zapcapture : 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
	Zaptext Event Chain: 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.
	Zaptext Professional Services: Developed all campaign marketing collateral (email / images / campaign logos) , and specific "CV" data capture panels.
	Zaptext Smart-Prompts: A technology which allows internal staff to provide the "absolute minimum" information at run-time, for production of content-rich outbound media.
	Zaptext Linkoids : Track-able link which routes the contact back to **their own record** via Zapcapture so they can add more data, or amend their profile. Further events can be triggered via successive "visits"
	Zaptext Z+ Human Resources Enhancements: Enhanced features designed for use in the Human Resources sector (Recruitment, Retention, Training, Staff Relationship)

- 50:50 joint venture between Virgin and T-Mobile
- Fastest growing network operator in Europe
- Voted one of the 10 best employers to work for

Zaptext

- Hosted CRM
- Multilingual Digital Marketing
- Business Process Automation

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