

# ...FOR A MOBILE WORKFORCE

Text Workplace  
to 56512  
for a DEMO



SAMPLE MOBILE RESOURCE GUIDE

## engage by cell

Workforce Engagement via Mobile

### SAMPLE CLIENTS

- Goodwill locations around the country
- Workforce Alliance Center / Americas Job New Haven, CT
- Middlesex County Workforce Development New Brunswick, NJ
- Greater Raritan One-stop Career Center Somerville, NJ
- Gloucester County Department of Economic Development West Deptford, NJ

Contact Us

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## engage by cell



### Mobile Solutions for Workforce Development

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# MOBILE SOLUTIONS...

# 2 MOBILE PLATFORMS

## Text Message Reminders

- Job fairs
- Appointments

## Store Content

- Build in minutes
- Jobs Seekers access content anytime, anywhere
- No PC needed
- No App downloads

## Text Message 1-on-1 Chat

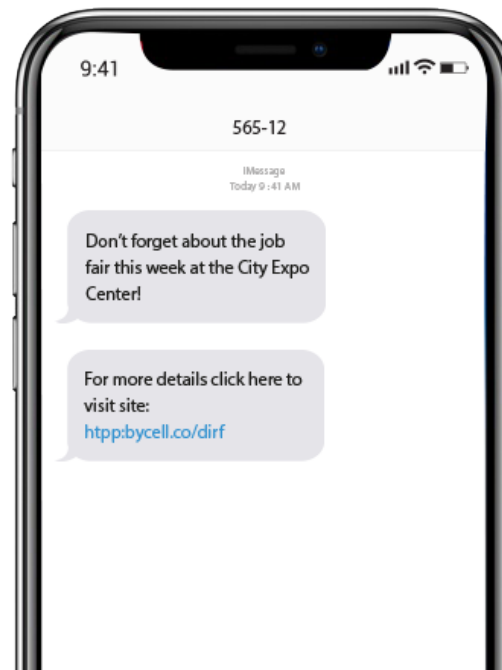
- Case workers can use texting to answer questions and check-in

## Track Job Placement

- Employment confirmation follow-up texts
- Ask for proof (if needed)

## TEXT MESSAGE (SMS) COMMUNICATION PLATFORM

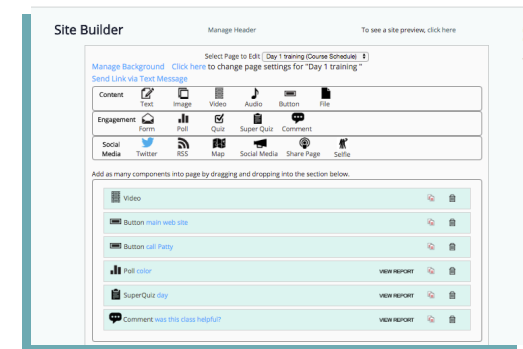
- Texts always get read, unlike email
- Message every job seeker, not just those with an email account
- Include links to mobile website
- Push images or GIFs for more engagement
- Clients “opt in” to a variety of lists by sending a text
- Schedule texts based on calendar date or a predetermined sequence



## MOBILE WEB PLATFORM

- Job seekers access content via a phone, tablet or on desktop
- No downloads. No App!
- No I.T. required
- Easy for you to build
- Quantify, measure and improve skills
- Track every page view, video watched, quiz or poll taken

### Site authoring tool



### Real-time reporting on usage

