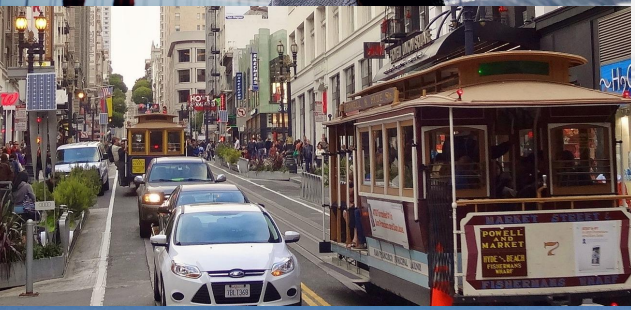
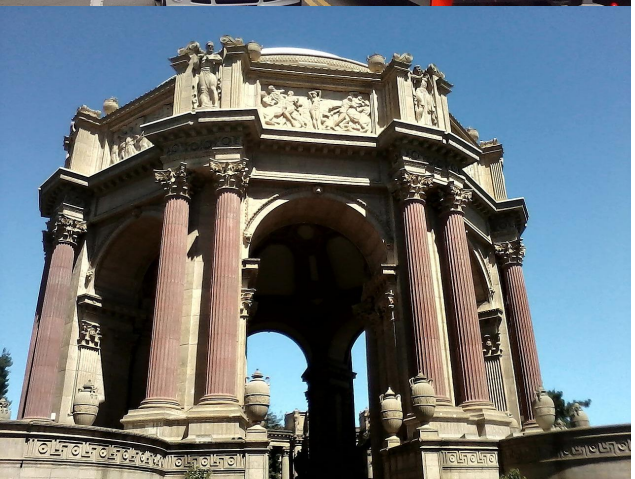
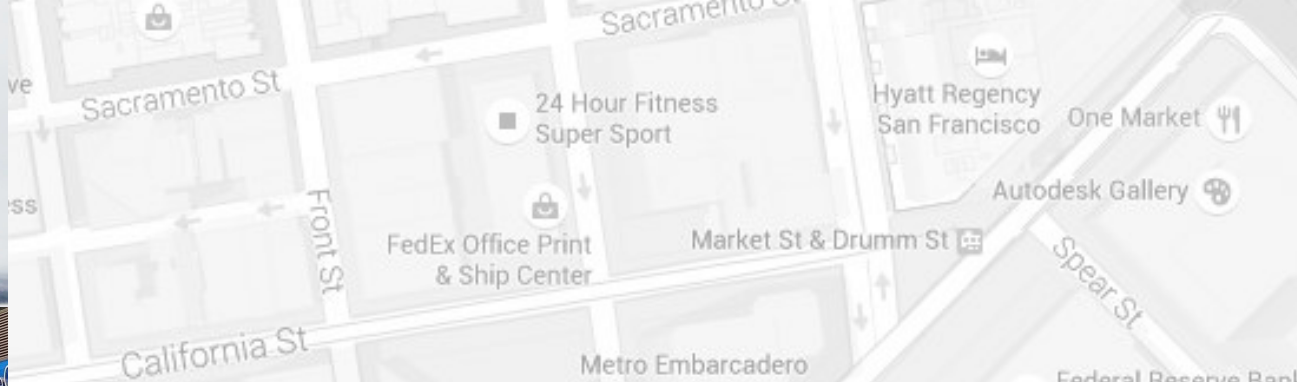
engage by cell

for **Workforce Development**







About Engage by Cell

- Cloud-based, no downloads
- 14 years in business
- No company in U.S. offers our unique approach & tools
- 4,000 clients in 10 countries

Who's Using Engage by Cell for Workforce Development?

What problem does **Engage by Cell** solve for **Workforce Development**

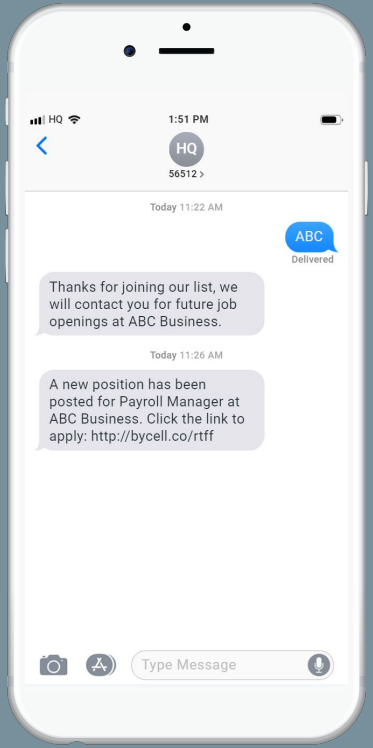
They're not reading emails or listening to voicemails

- Email open rates — **25% and falling**
- Many **job seekers don't have email** or don't check it
- **You spend all your time** calling or leaving messages
- **Low attendance** at job fairs and hiring events
- And if they're not doing that, how are they getting trained? How are they making it on time to interviews?

We Know How to Increase Engagement

- Push the engagement action via a text — **job seekers always click**
- **Provide helpful resources** via a mobile web site
- **Check in with job seekers** to make sure they are on their way to interview

2 Platforms

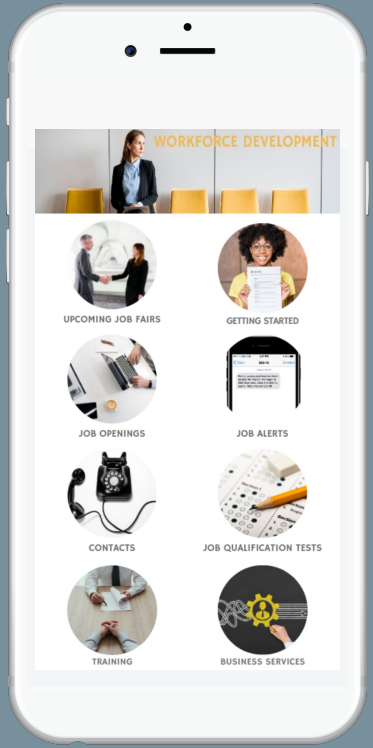


Text Messaging

Inbound texting

Outbound texting

Text chat: 1-on-1 communication



Mobile Web Authoring

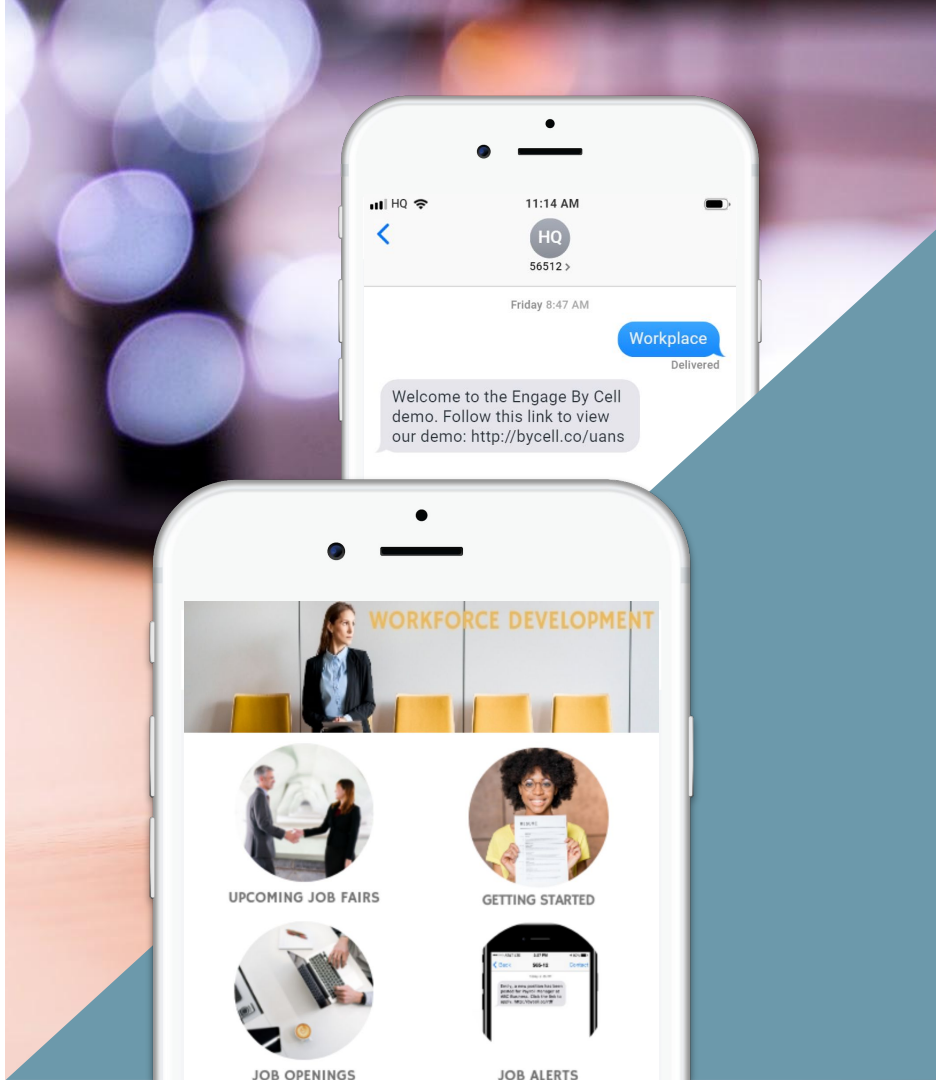
Create mobile sites on the fly

Store content

Use for training, feedback, quizzes and surveys

Secret Ingredients

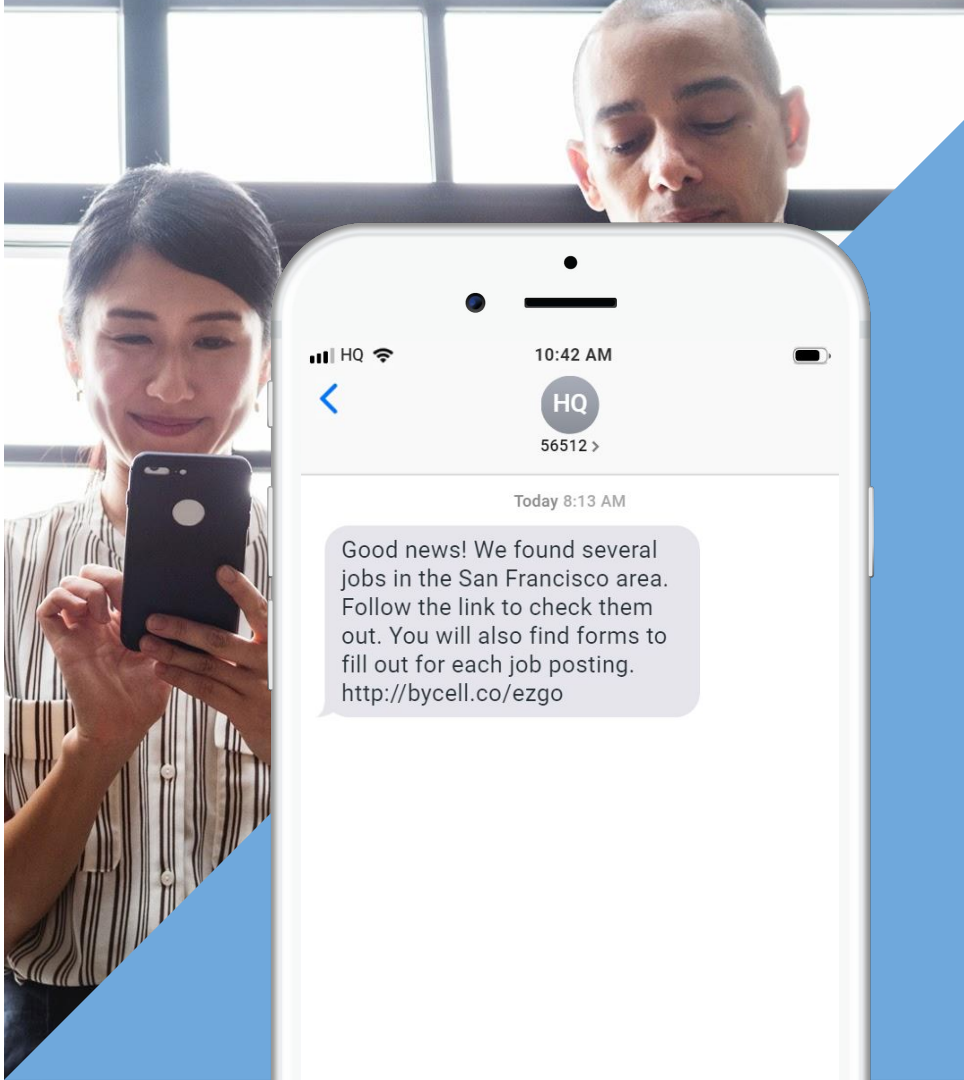
- Job seekers self-enroll in various lists by sending a text
- Send a text with **a link to the mobile web platform**
- Schedule texts by calendar date or by sequence
- Mobile web site turns into a portal of your content (eg. important docs or training material)



Benefits

Increase the flow of job seekers

People are more likely to text in than come into an office



Benefits

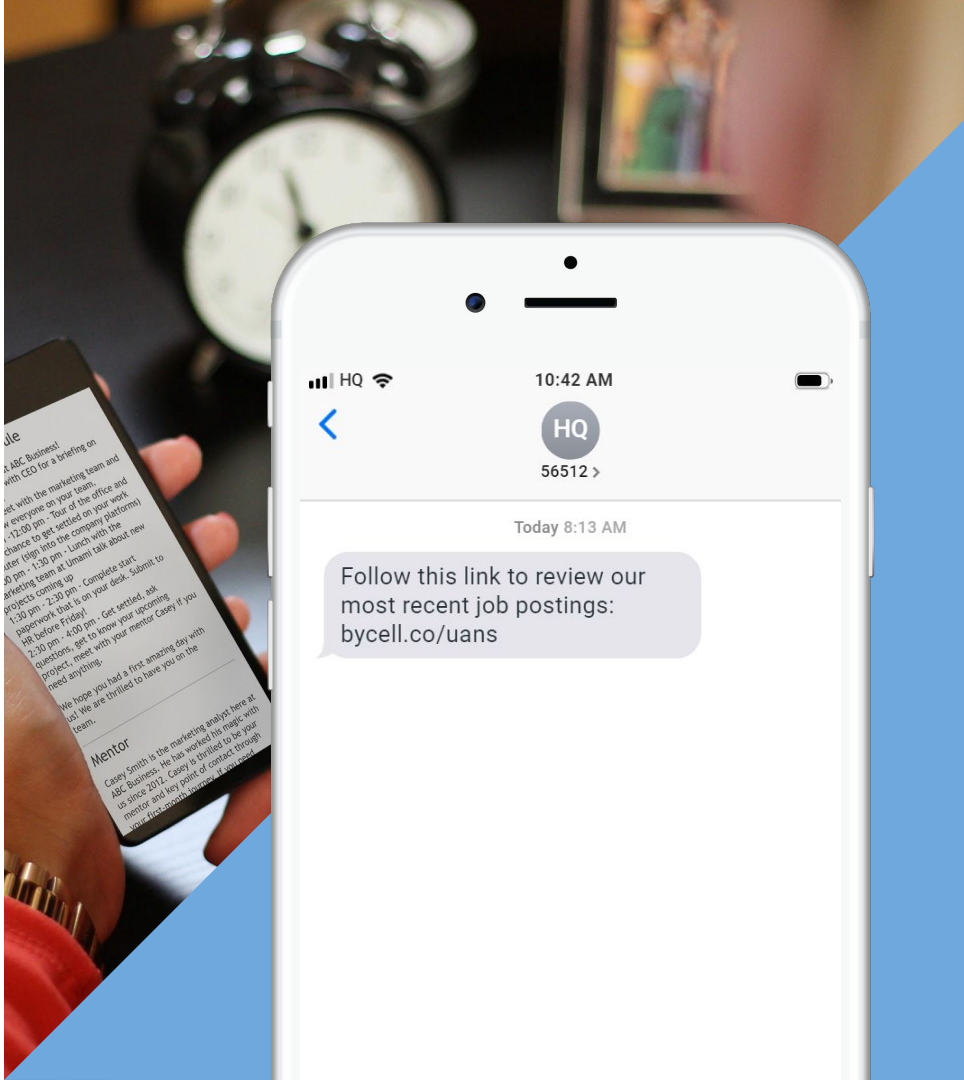
Manage individual cases more efficiently

Use secondary keywords to segment communication and address each job seeker’s needs

Benefits

Greater Accessibility

Anyone can access important information, whether they have limited access to transportation or are in the office each day



Benefits

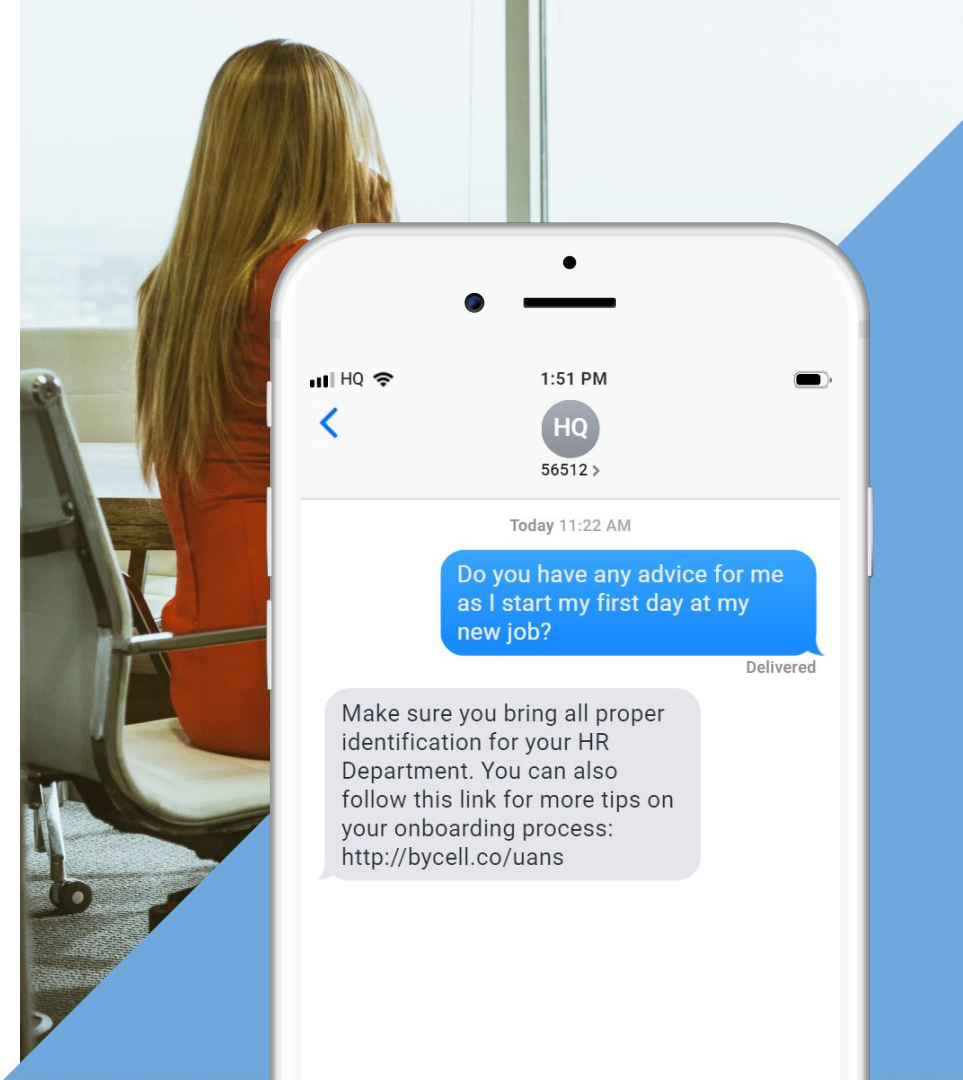
Track Progress

Know where each candidate is on their search for employment

Benefits

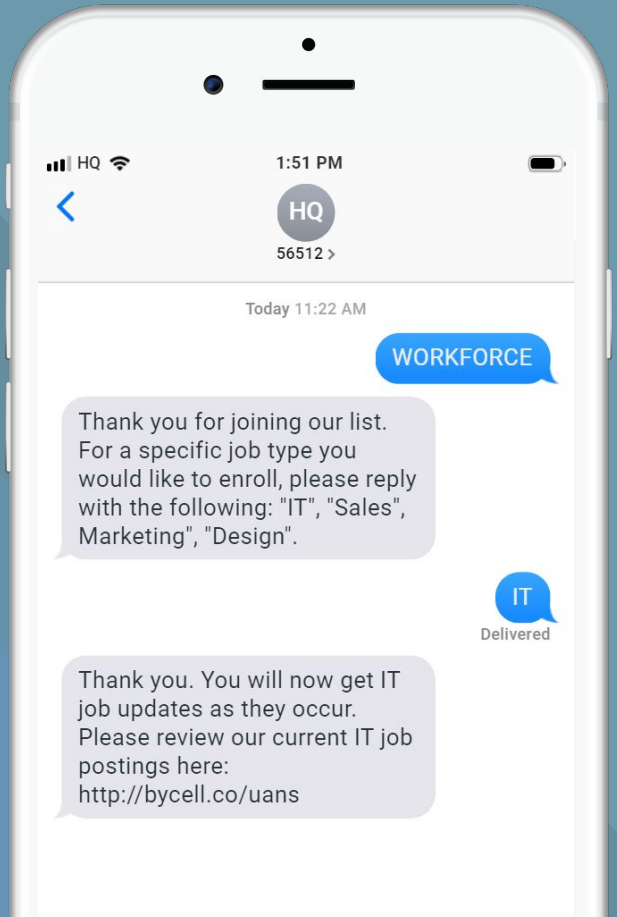
Continued Engagement Post-hire

Maintain connection with each job seeker as they acclimate to their new work environment



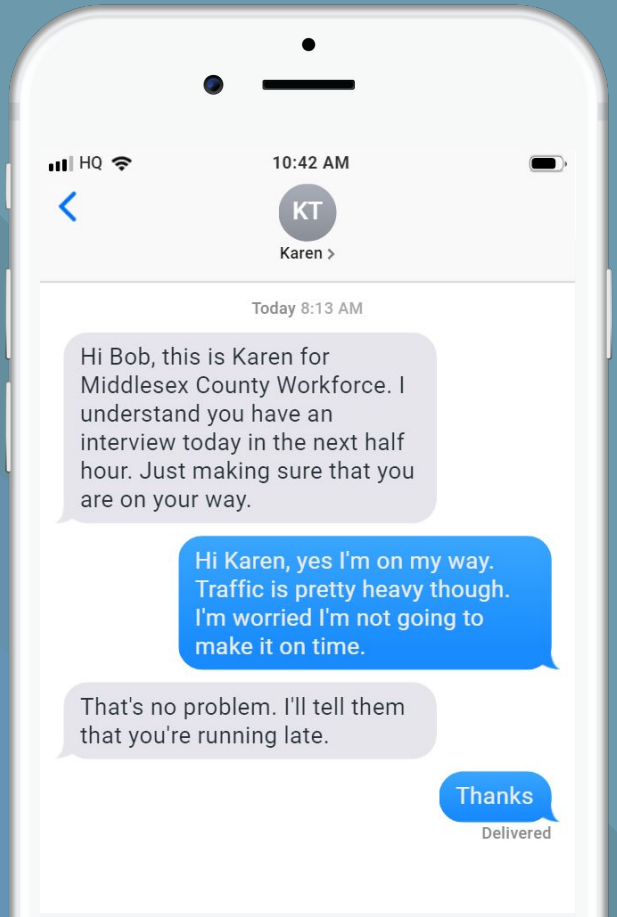
Use Cases

WORKFORCE DEVELOPMENT
UPCOMING JOB FAIRS
GETTING STARTED
JOB OPENINGS
JOB ALERTS
CONTACTS
TRAINING



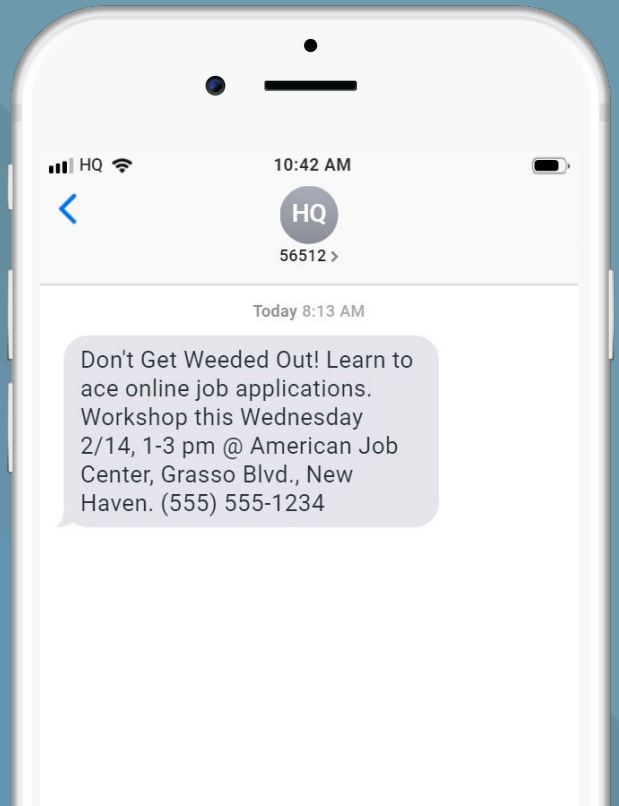
Job Fair Reminders and Alerts

- Job seekers text in your designated keyword (eg. “Workforce”) to a shortcode to enroll into a list
- They can also text a **secondary keyword** to enroll into a more specific list (eg. by job type)
- **Send out job fair alerts** to all members on the list



1-to-1 Conversation via Text

- Job seekers can **respond to text alerts** you send
- You **can text each person individually** from admin back-end
- **Follow up with job seekers** to make sure they made it to their interviews



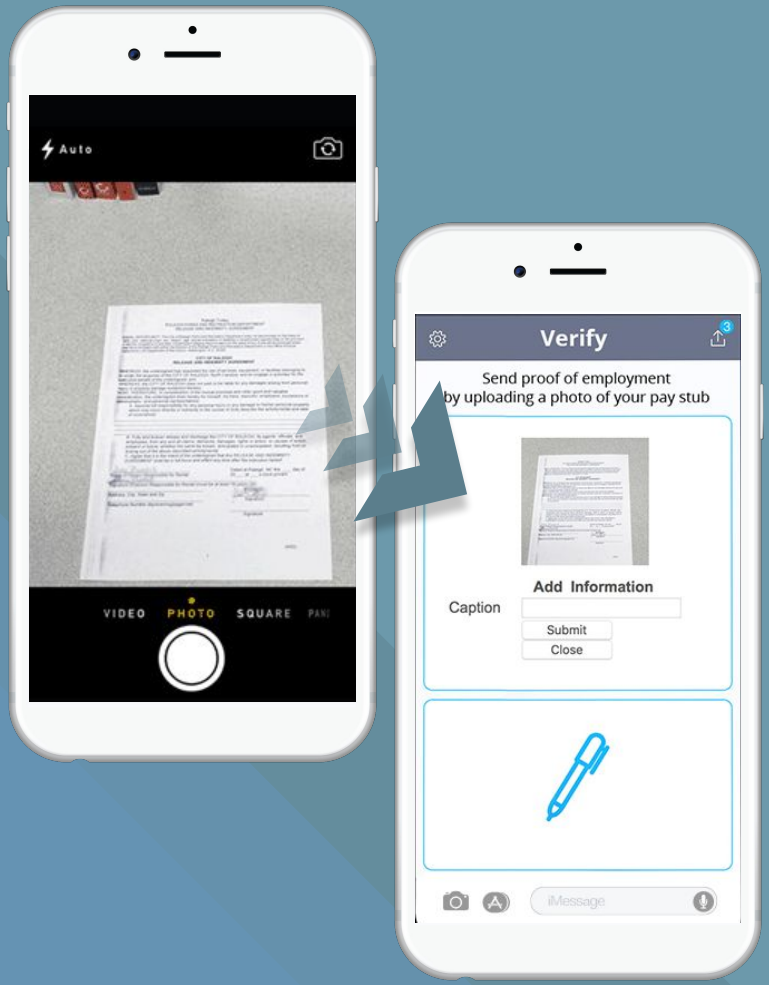
Tips and Encouragement

Send daily advice and pointers to keep job seekers motivated

Easy Access to Job Seeker Content

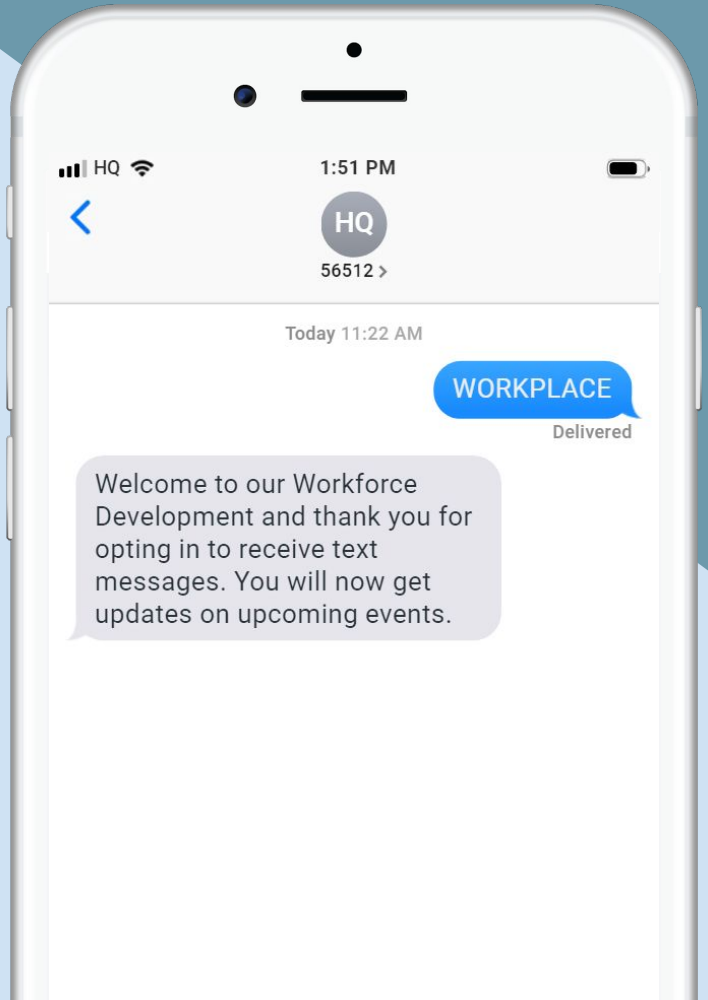
Use a mobile website:

- As a repository for instant-access content
- As a portal where users can discover content by clicking around
- To store training documents or videos



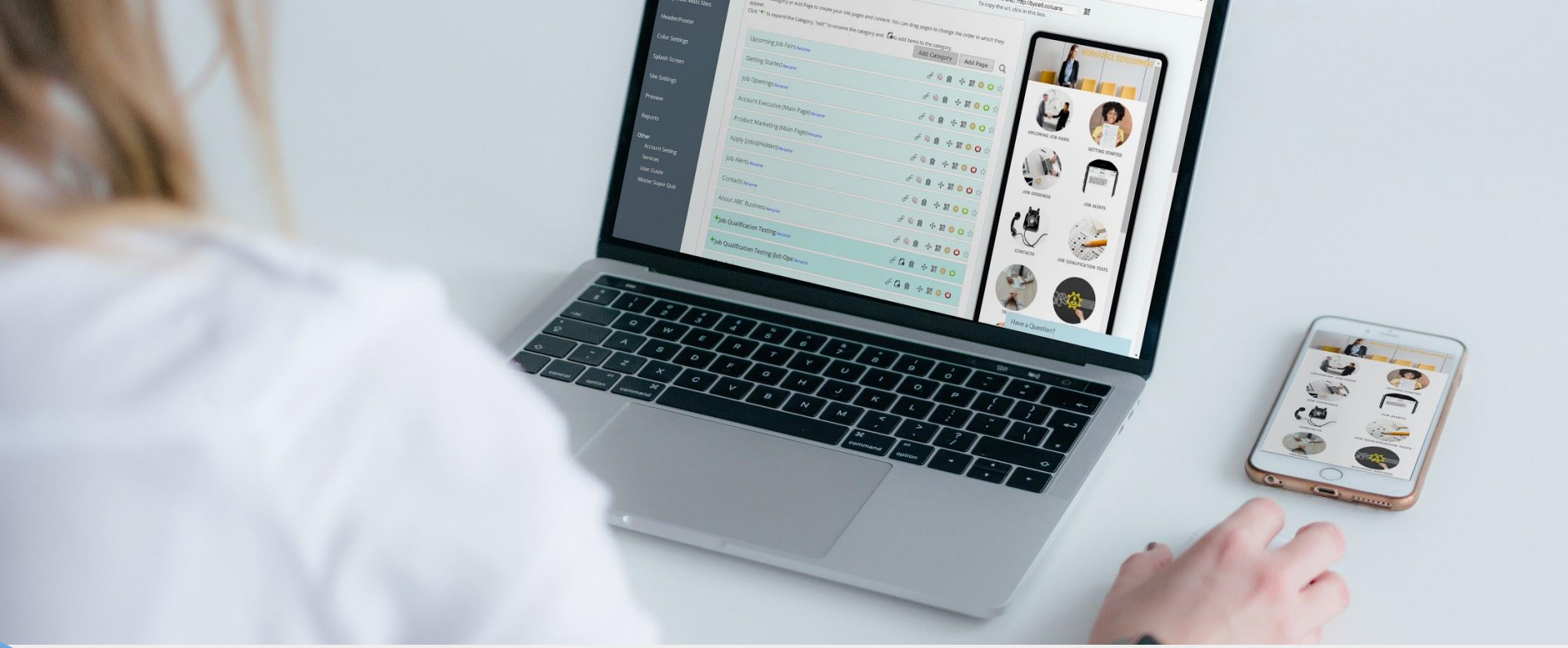
Proof of employment

- Job seekers can **send a picture message of their pay stub** to prove they have achieved employment
- You can keep picture on file for reporting purposes



Try it!

Text **WORKPLACE** to **56512** to see it in action



Our User Interface

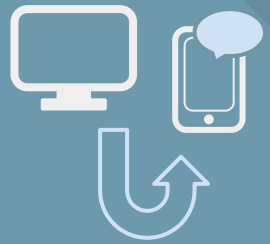
Administration Dashboard

- You **control admin access**
- Your can **assign different levels** of access depending on user's role

Text Messaging Platforms

Inbound Texting

Employees opt in to the lists which apply to their job search



Outbound Texting

You push messaging to people in those lists

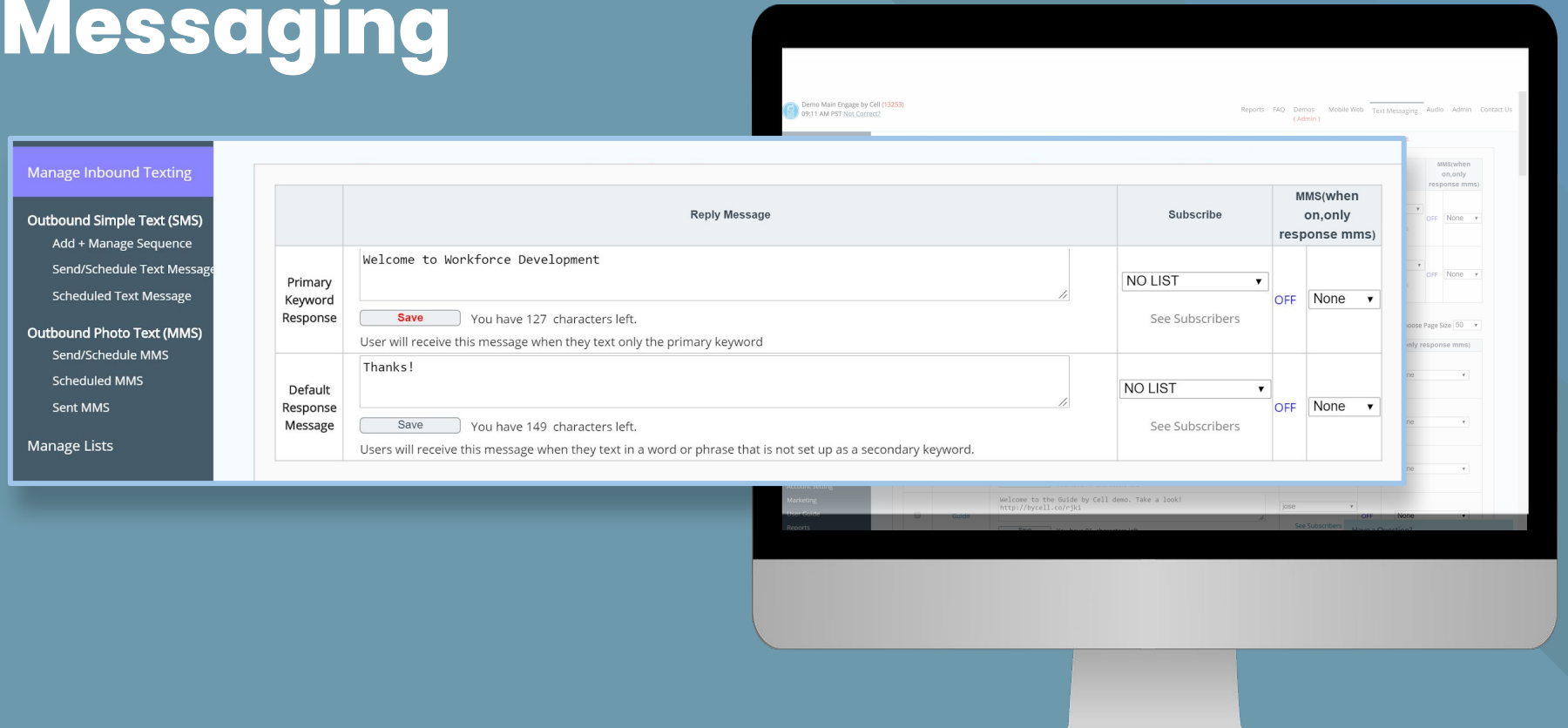
Schedule by Calendar Date or By Sequence

(# days in between messaging)

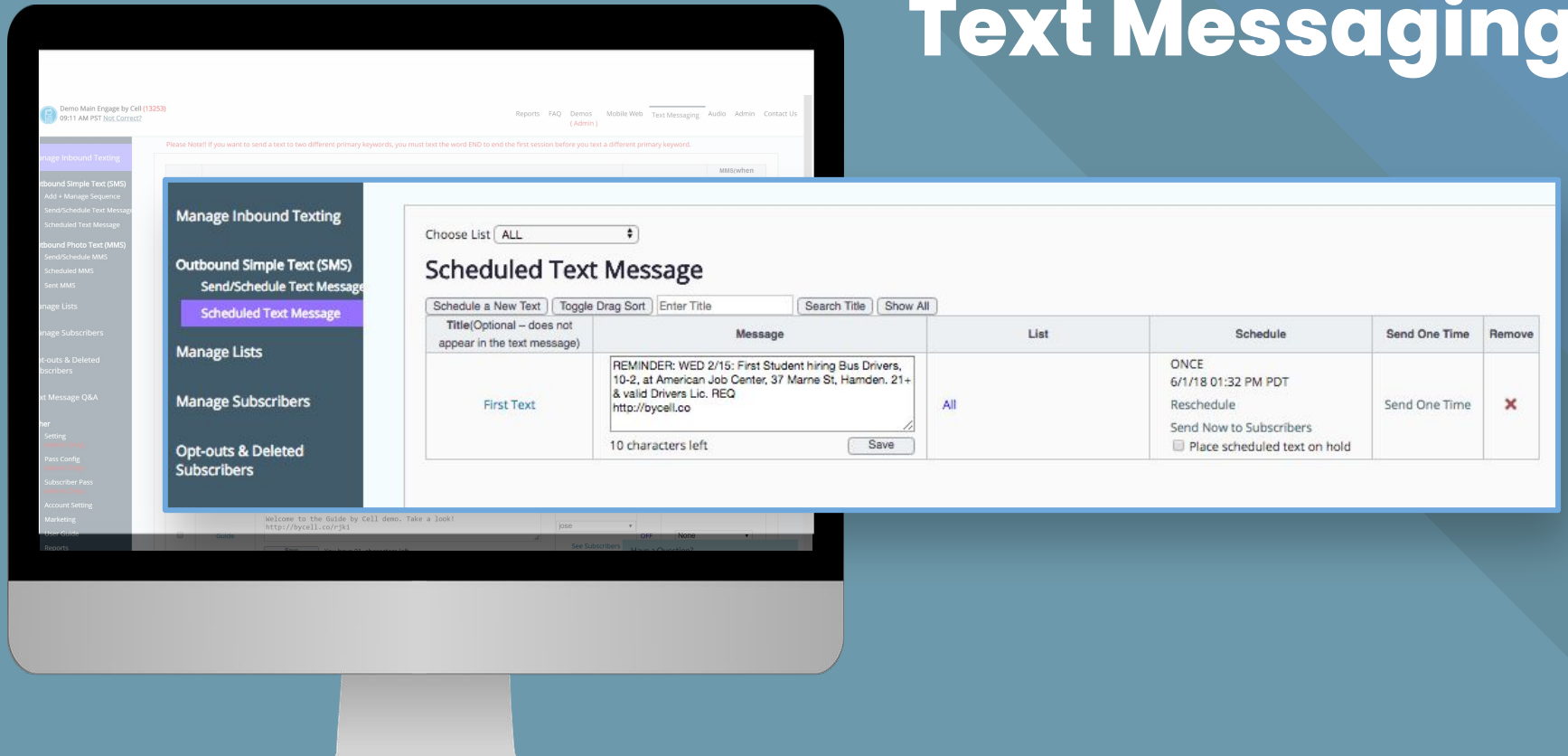
Add "Text Chat" Feature

For One-on-one discussions

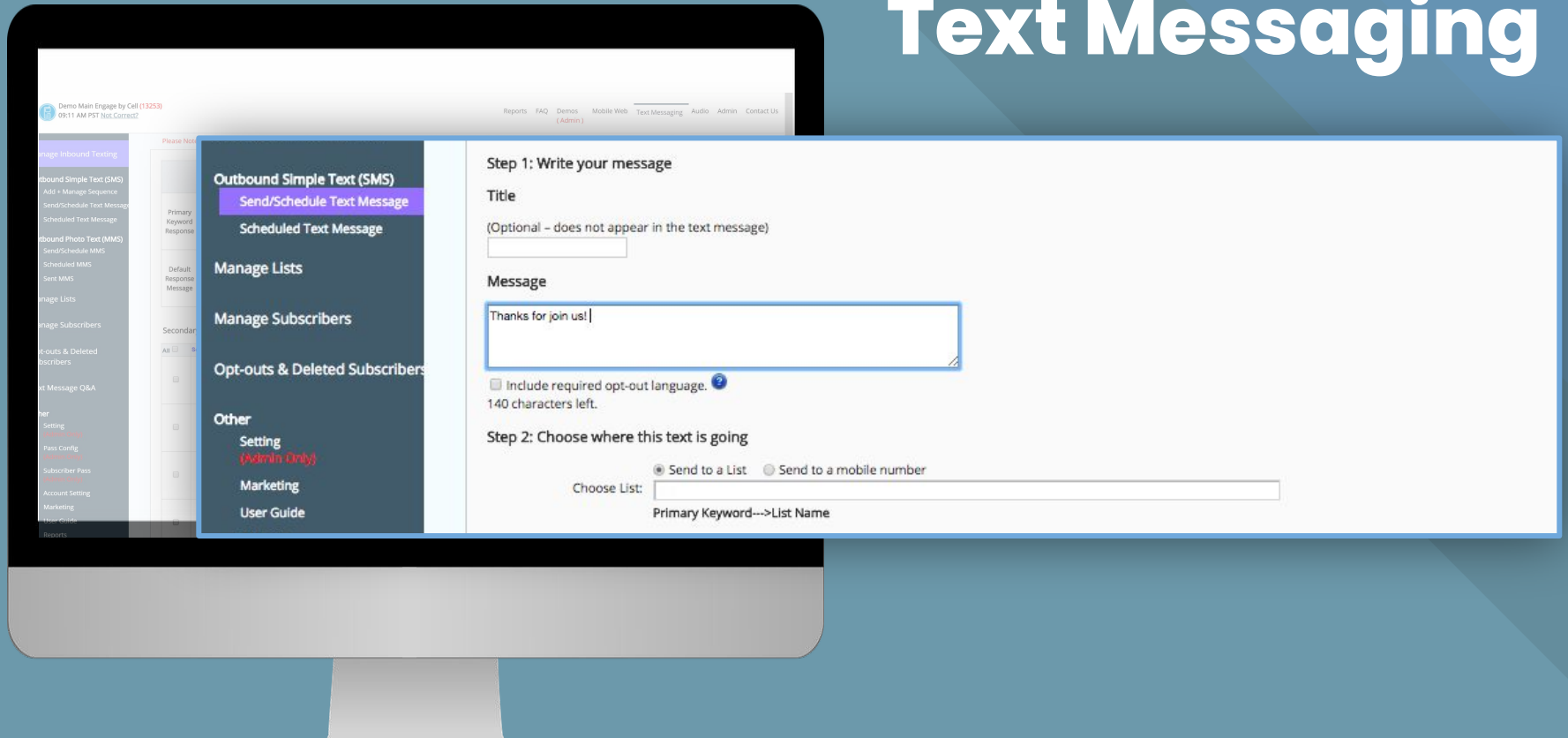
Inbound Text Messaging



Outbound Text Messaging



Outbound Text Messaging



Mobile Web Platform

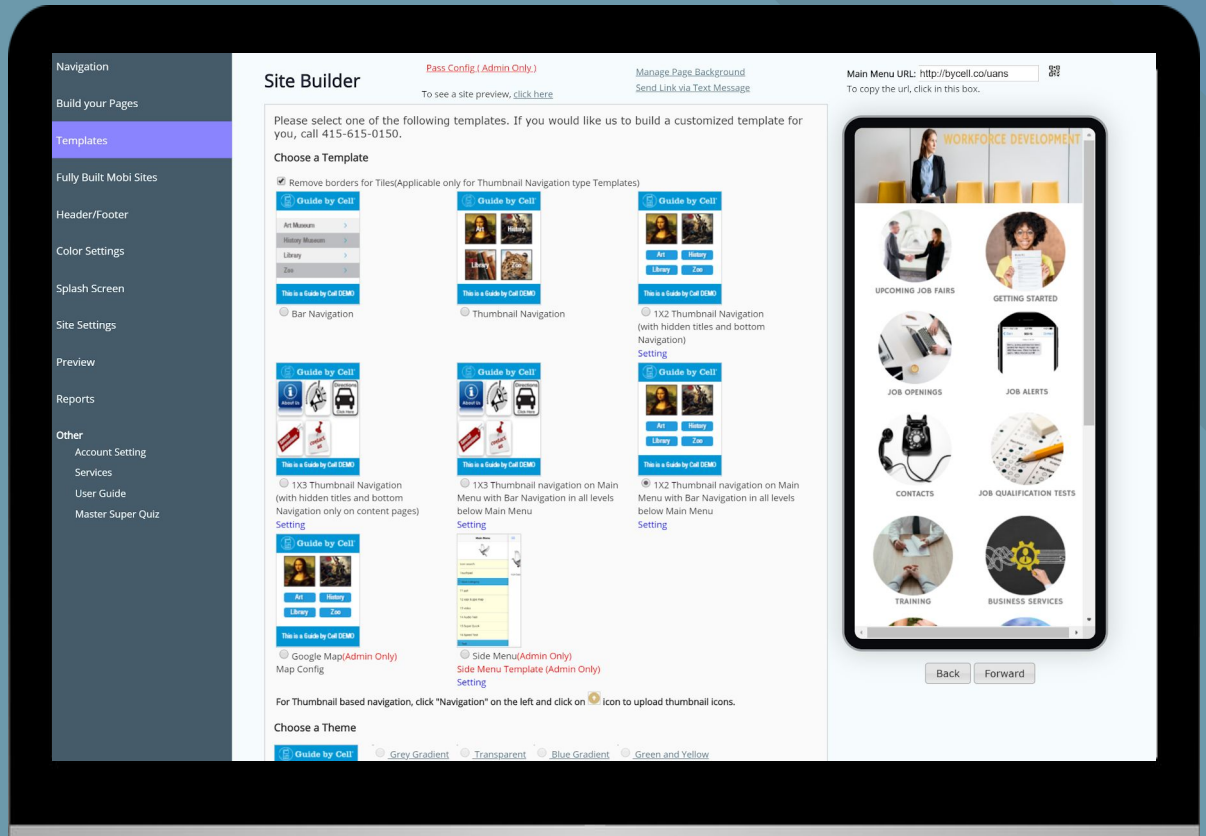
Design the site to match your branding

Drag-and-drop icons to build ndividual pages — takes minutes to create an engaging interactive mobile page

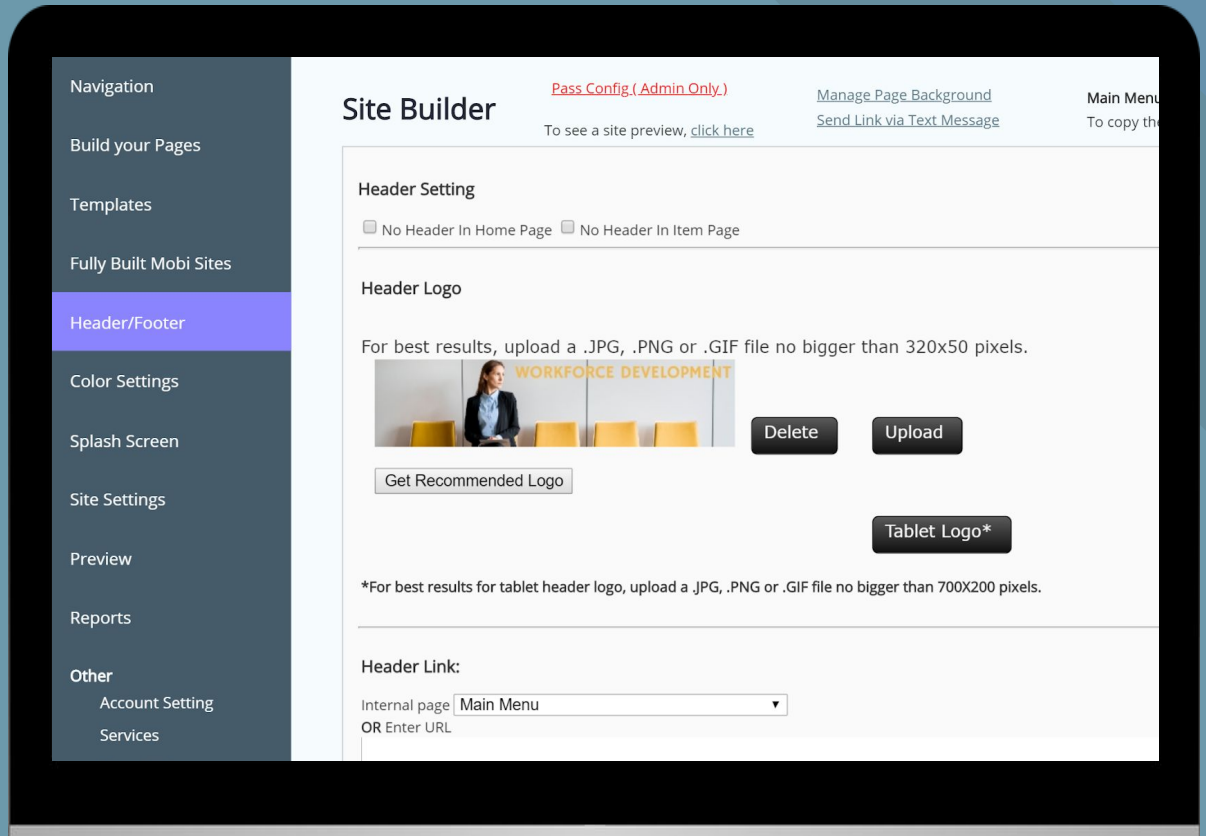
Build the structure — categories and pages (like Windows Explorer or a table of contents)

Use text messaging to send the bit.ly link to that specific page to a specific list

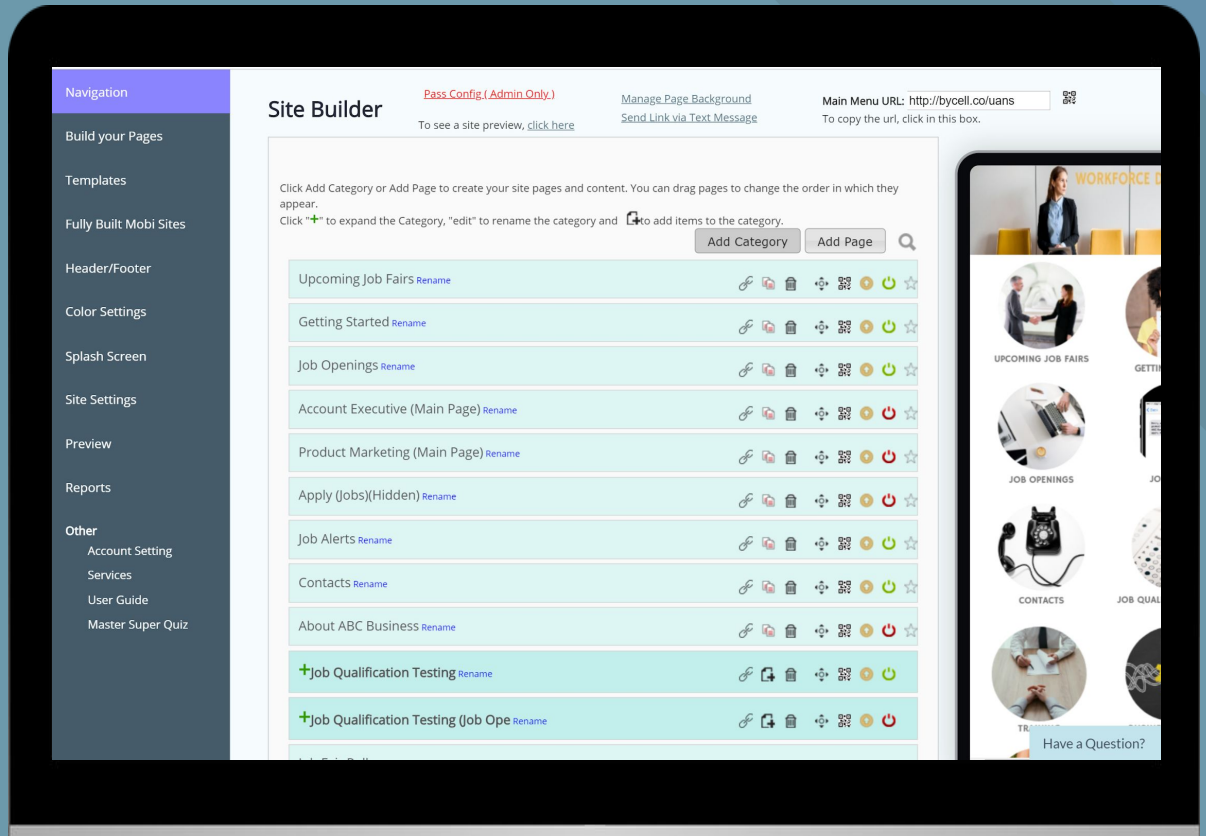
Pick Your Templates



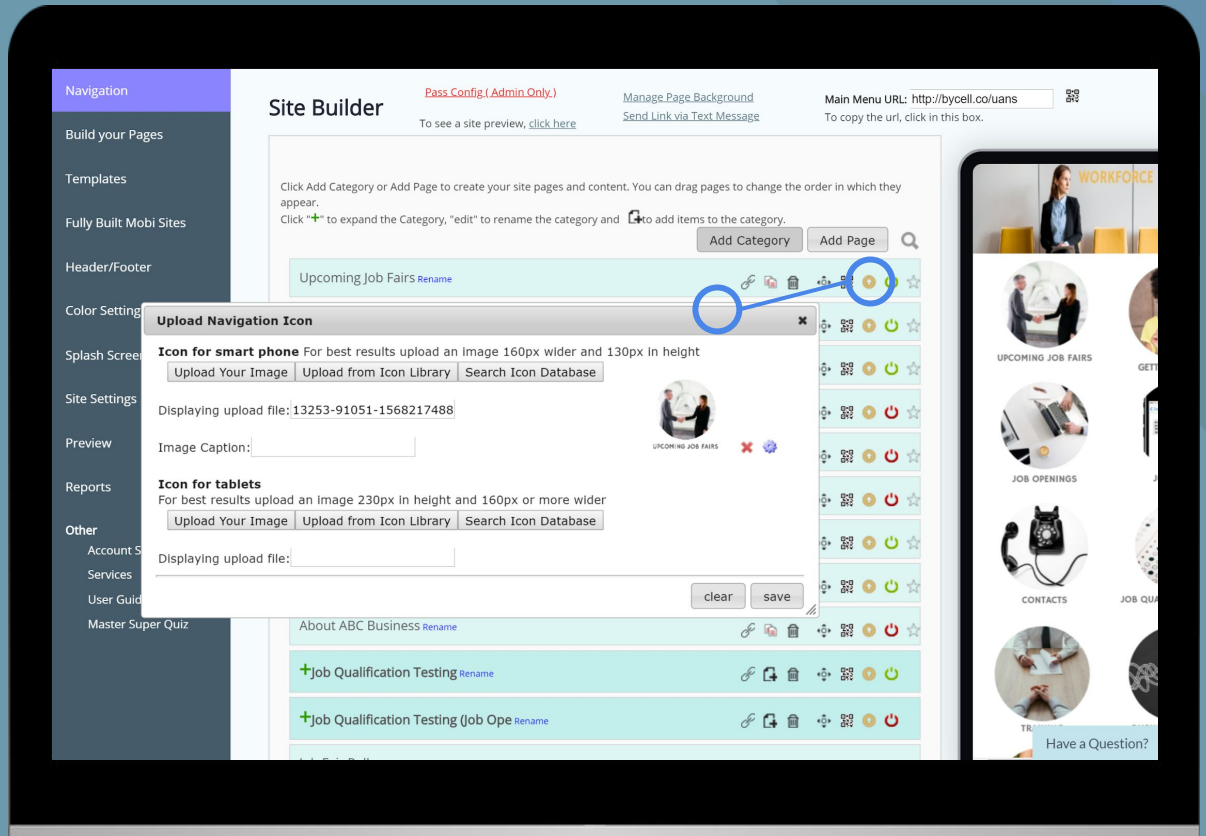
Add your Header and Footer



Organize Your Content



Drag-and-Drop Icons to Build Mobile Pages

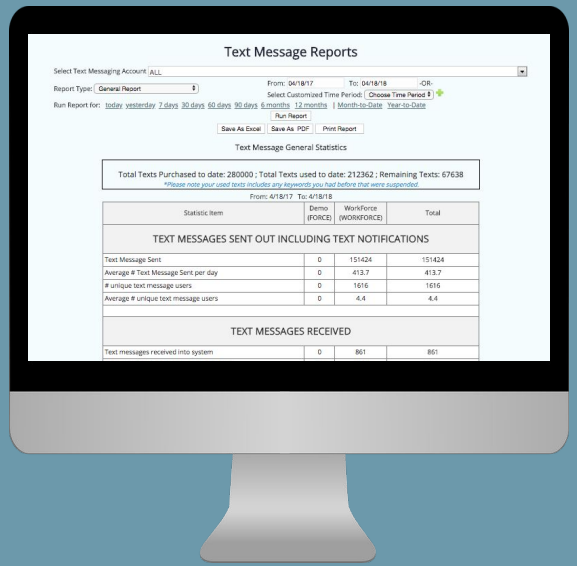


Analytics

- **Never wonder if job seekers are watching your videos**, reading training materials or taking quizzes
- We track everything a person does on the site
- **See what time they interacted,** what they viewed, how they answered

Reports

Text Message Reports



Mobile Web Reports

Specific Page Reports

engage by cell

Using mobile phones to change the way **Workforce Development** Professionals engage with job seekers

Thank you

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Follow us on social media for updates on mobile engagement strategies!

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