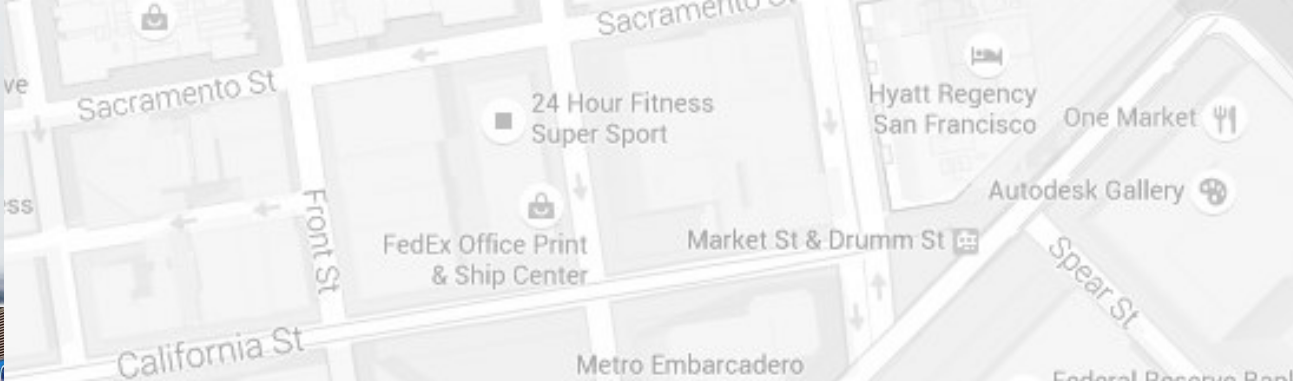




**engage** by cell  
for **Workforce Development**





# 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

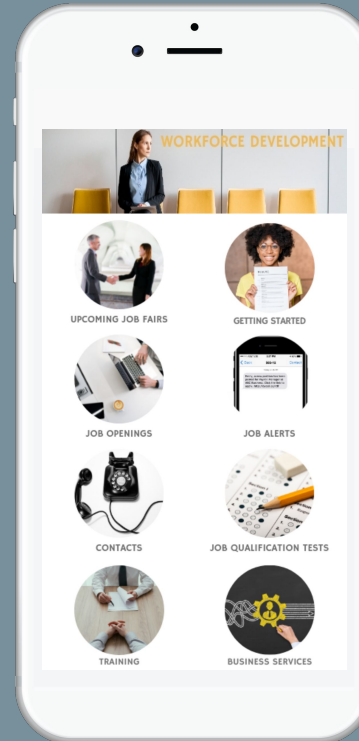


## Text Messaging

Inbound texting

Outbound texting

Text chat: 1-on-1 communication



## Mobile Web Authoring

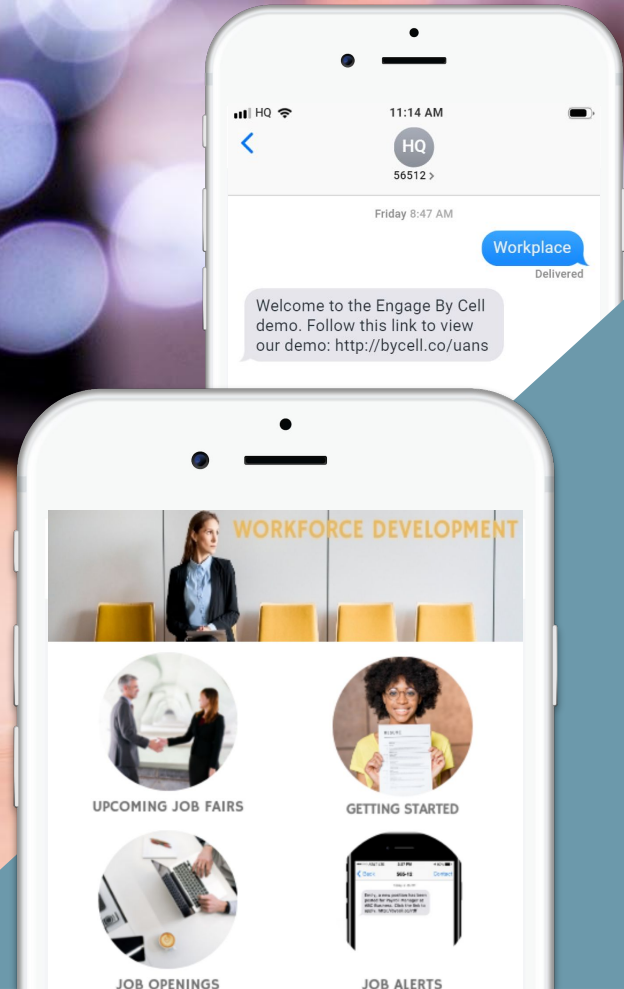
Create mobile sites on the fly

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)

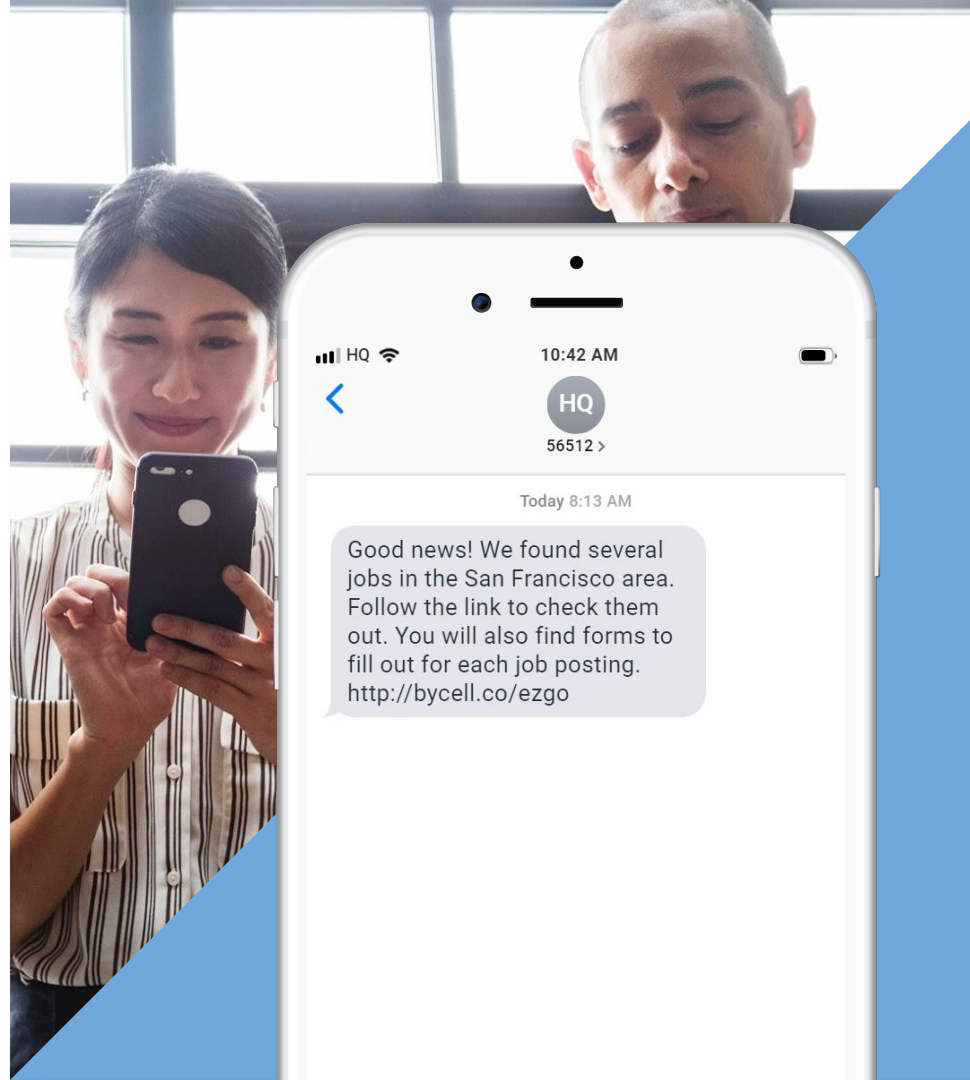




# Benefits

## 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

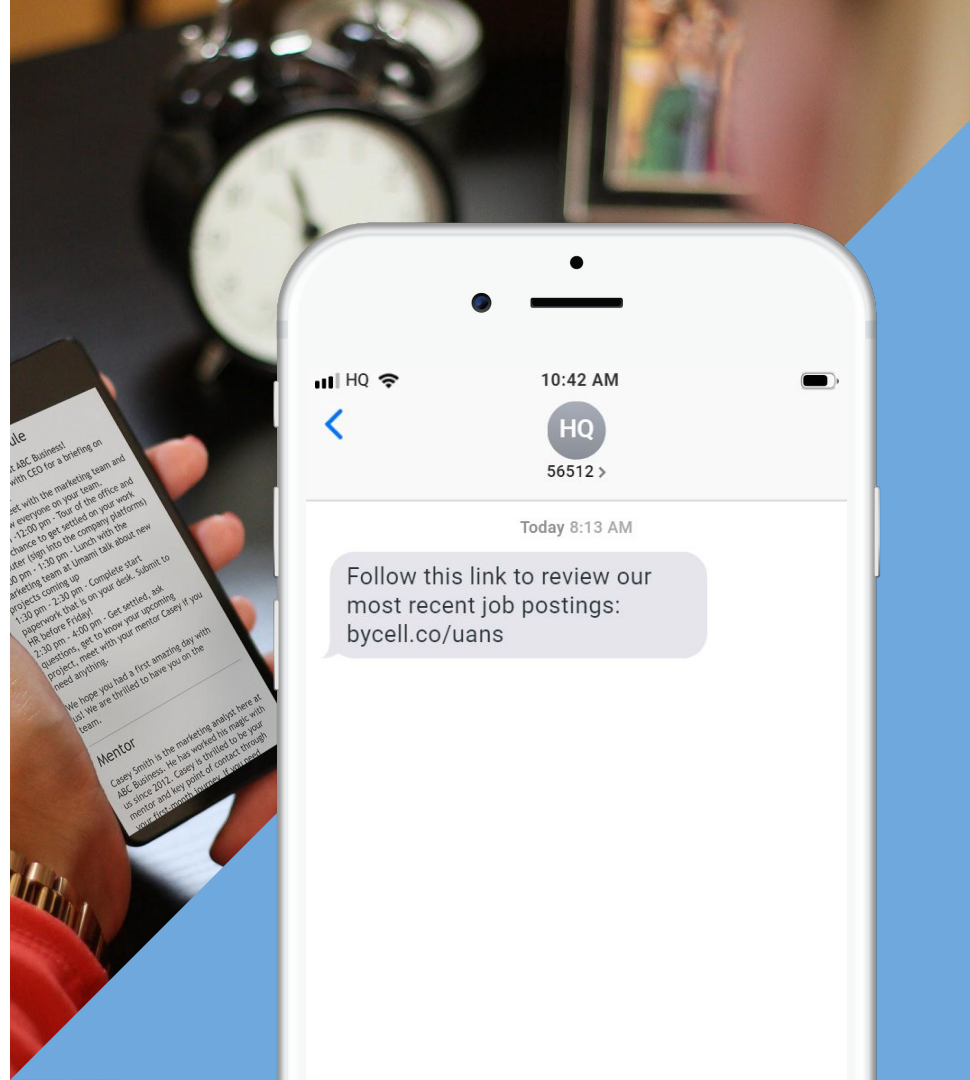




# Benefits

## 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

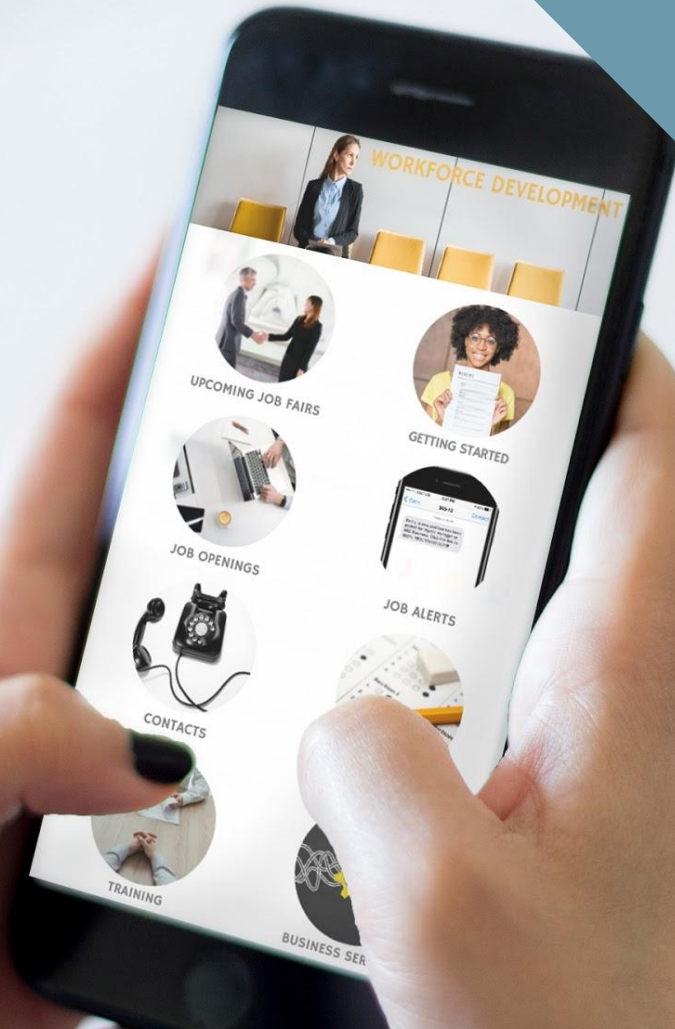
## Continued Engagement Post-hire

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



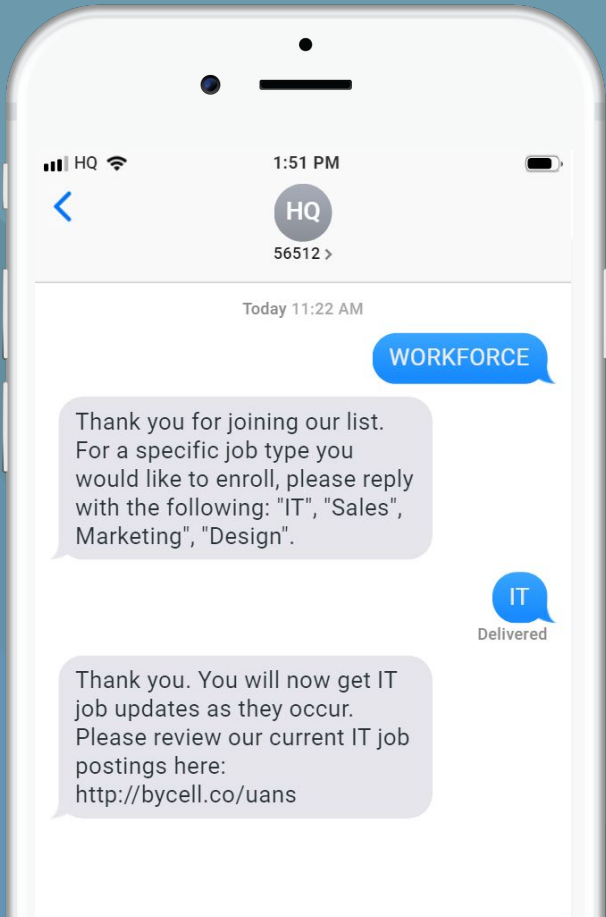


# Use Cases



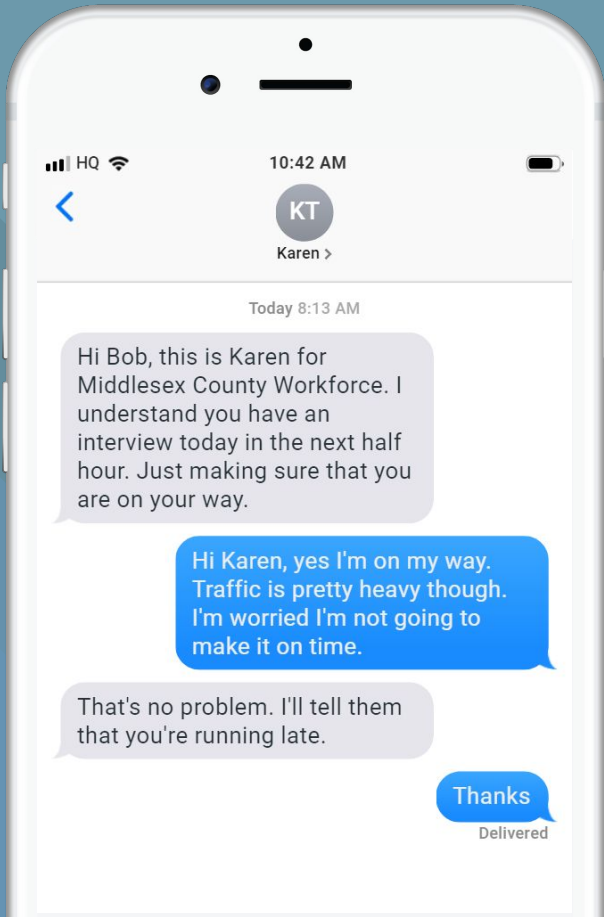
# Job Fair Reminders and Alerts

- 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

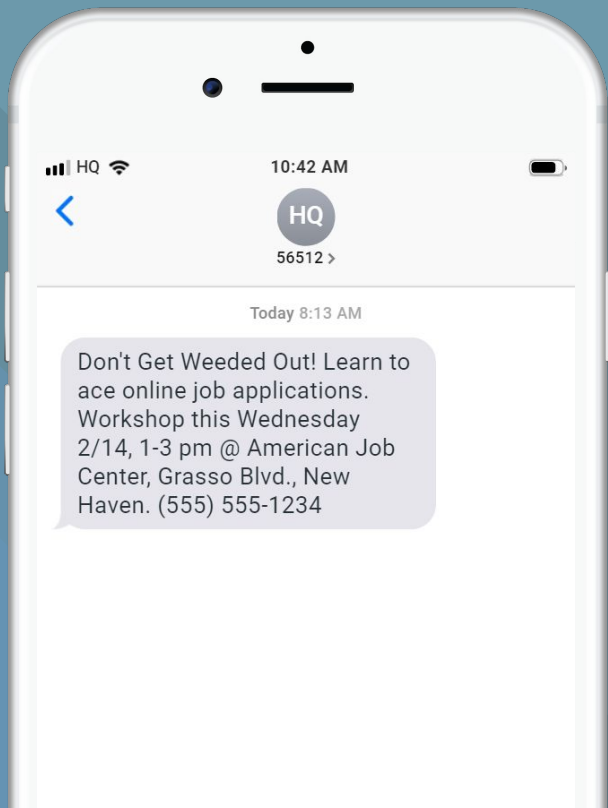


# 1-to-1 Conversation via Text

- 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:

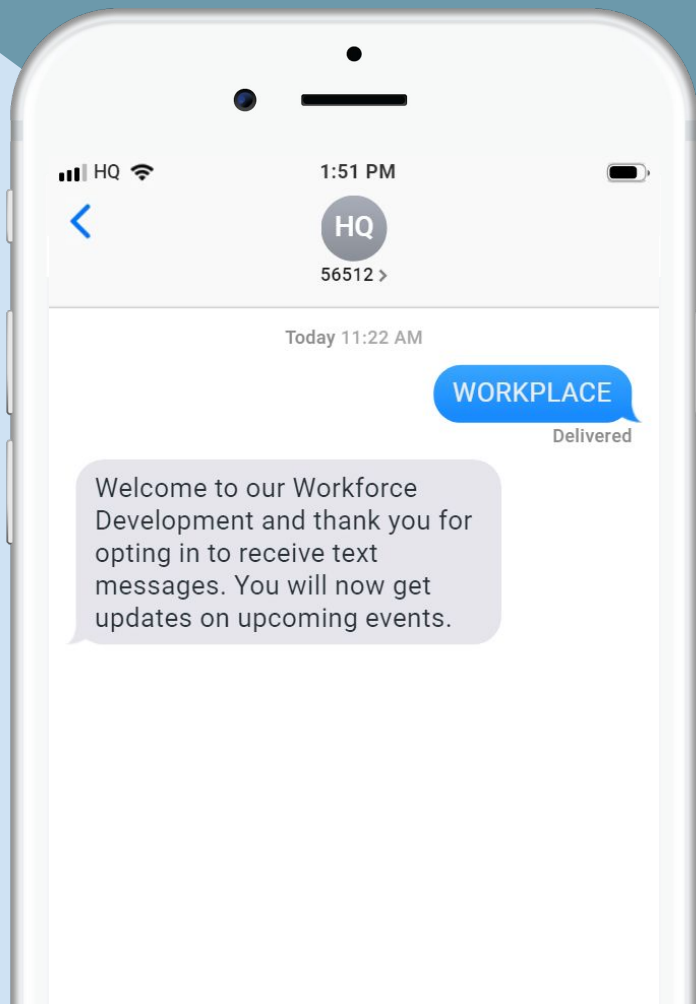
- As a repository for instant-access content
- As a portal where users can discover content by clicking around
- To store training documents or videos





# 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

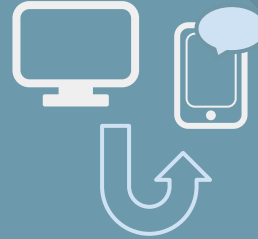


# Text Messaging Platforms



## 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

Manage Inbound Texting

Outbound Simple Text (SMS)

Add + Manage Sequence

Send/Schedule Text Message

Scheduled Text Message

Outbound Photo Text (MMS)

Send/Schedule MMS

Scheduled MMS

Sent MMS

Manage Lists

Reply Message

Primary Keyword Response

Welcome to Workforce Development

Save You have 127 characters left.

User will receive this message when they text only the primary keyword

Default Response Message

Thanks!

Save You have 149 characters left.

Users will receive this message when they text in a word or phrase that is not set up as a secondary keyword.

Subscribe

NO LIST

See Subscribers

MMS(when on,only response mms)

OFF None

OFF None

Mms(when on,only response mms)

OFF None

OFF None

Page Size: 50

only response mms)

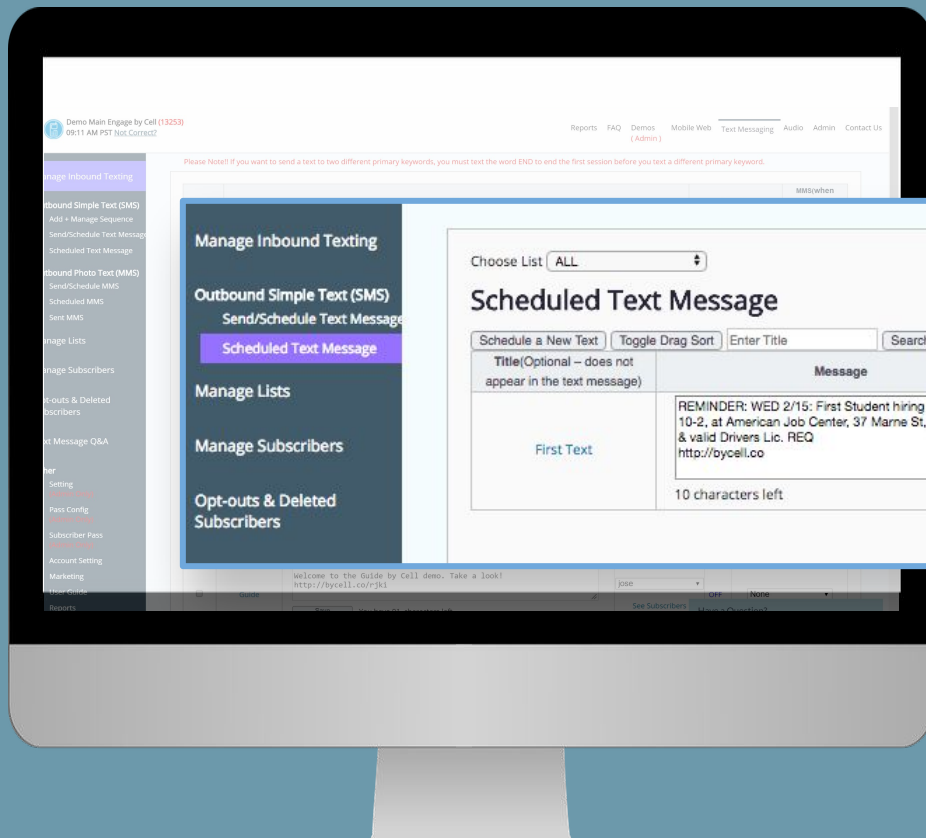
no

no

no



# Outbound Text Messaging



## Manage Inbound Texting

## Outbound Simple Text (SMS)

Send/Schedule Text Message

Scheduled Text Message

## Manage Lists

## Manage Subscribers

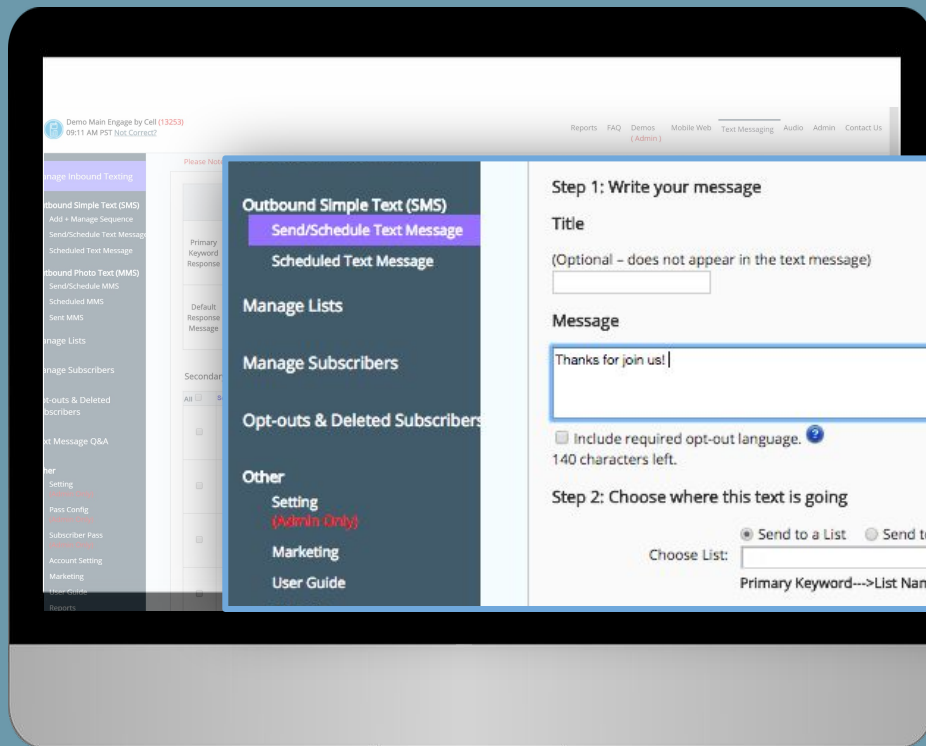
## Opt-outs & Deleted Subscribers

Choose List

## Scheduled Text Message

Title(Optional – does not appear in the text message)	Message	List	Schedule	Send One Time	Remove
First Text	REMINDER: WED 2/15: First Student hiring Bus Drivers, 10-2, at American Job Center, 37 Marne St, Hamden. 21+ & valid Drivers Lic. REQ <a href="http://bycell.co">http://bycell.co</a> 10 characters left	All	ONCE 6/1/18 01:32 PM PDT Reschedule Send Now to Subscribers <input type="checkbox"/> Place scheduled text on hold	Send One Time	<input type="button" value="X"/>

# Outbound Text Messaging



## Outbound Simple Text (SMS)

Send/Schedule Text Message

Scheduled Text Message

## Manage Lists

Manage Subscribers

Opt-outs & Deleted Subscribers

## Other

Setting

(Admin Only)

Marketing

User Guide

### Step 1: Write your message

#### Title

(Optional - does not appear in the text message)

#### Message

Thanks for join us!

☐ Include required opt-out language. ?

140 characters left.

### Step 2: Choose where this text is going

☒ Send to a List ☐ Send to a mobile number

Choose List:

Primary Keyword-->List Name

# Mobile Web Platform



**Design the site** to match your branding



**Drag-and-drop icons** to build individual 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

Navigation

Build your Pages

Templates

Fully Built Mobi Sites

Header/Footer

Color Settings

Splash Screen

Site Settings

Preview

Reports

Other

Account Setting

Services

User Guide

Master Super Quiz

Site Builder

Pass Config: (Admin Only)

Manage Page Background  
Send Link via Text Message

Please select one of the following templates. If you would like us to build a customized template for you, call 415-615-0150.

Choose a Template

☒ Remove borders for Tiles(Applicable only for Thumbnail Navigation type Templates)

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)

☐ Bar Navigation

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)

☐ Thumbnail Navigation

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)

☐ 1X2 Thumbnail Navigation  
(with hidden titles and bottom Navigation)

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)

☐ 1X3 Thumbnail Navigation  
(with hidden titles and bottom Navigation only on content pages)

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)

☐ 1X3 Thumbnail navigation on Main Menu with Bar Navigation in all levels below Main Menu

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)

☐ 1X2 Thumbnail navigation on Main Menu with Bar Navigation in all levels below Main Menu

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)


☐ Google Map(Admin Only)  
Map Config

Guide by Call

Art Museum  
History Museum  
Library  
Zoo

This is a Guide by Call (C3M)

☐ Side Menu(Admin Only)  
Side Menu Template (Admin Only)  
Setting

For Thumbnail based navigation, click "Navigation" on the left and click on  icon to upload thumbnail icons.

Choose a Theme

Guide by Call

☐ Grey Gradient ☐ Transparent ☐ Blue Gradient ☐ Green and Yellow

Main Menu URL:  

To copy the url, click in this box.

WORKFORCE DEVELOPMENT

UPCOMING JOB FAIRS

GETTING STARTED

JOB OPENINGS

JOB ALERTS

CONTACTS

JOB QUALIFICATION TESTS

TRAINING

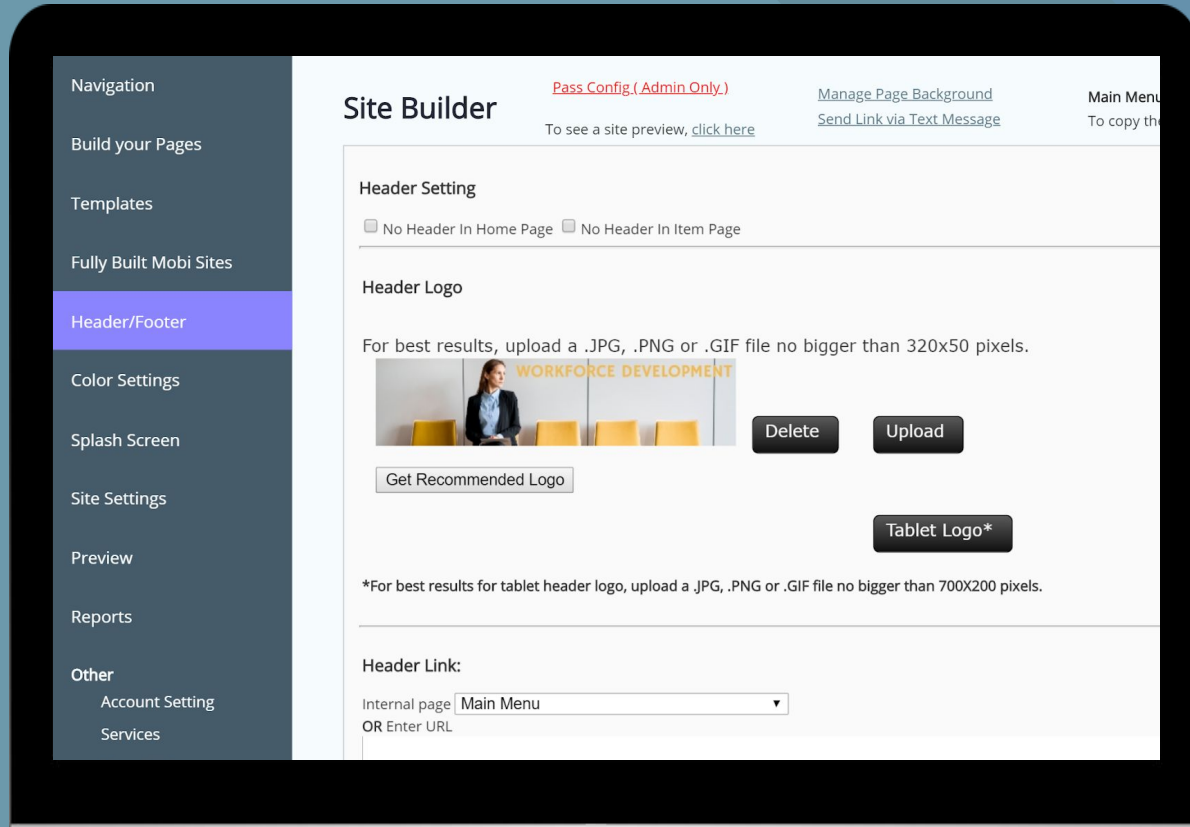
BUSINESS SERVICES

Back

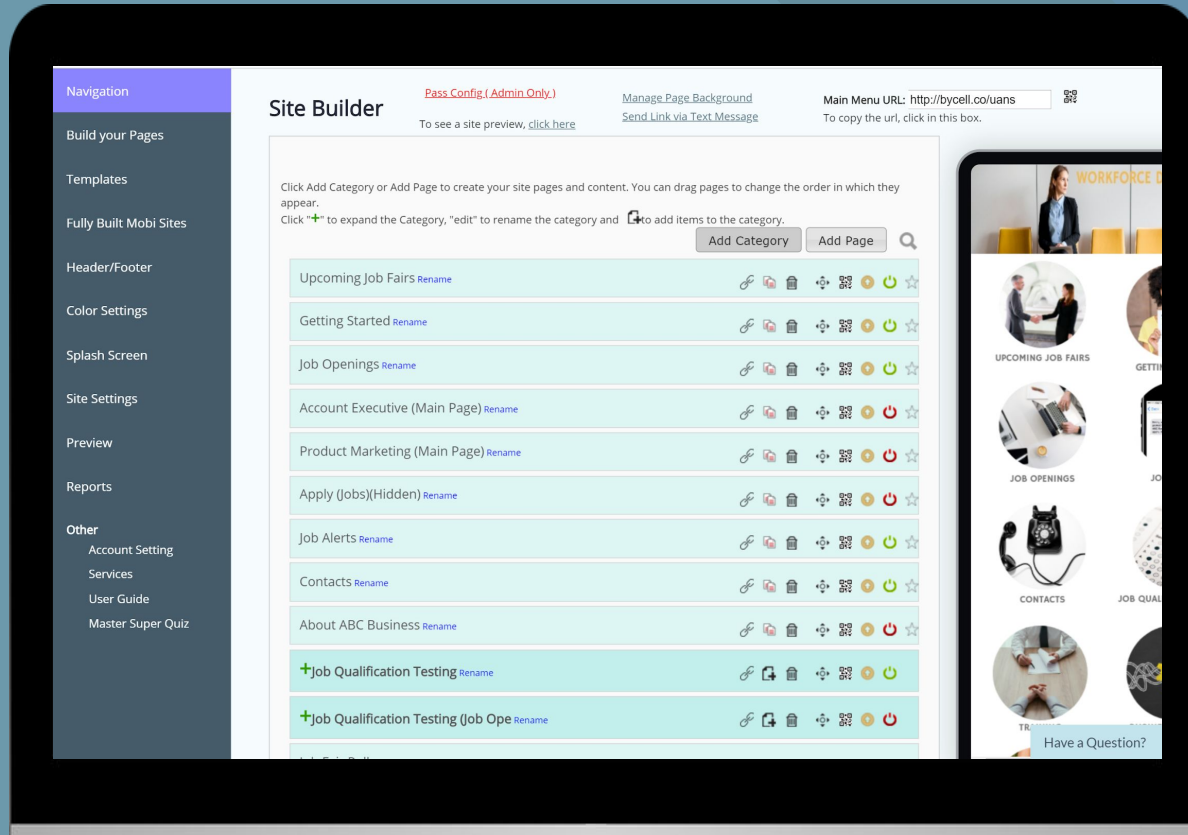
Forward



# Add your Header and Footer



# Organize Your Content



# Drag-and-Drop Icons to Build Mobile Pages

The screenshot displays the 'Site Builder' interface. On the left is a sidebar with navigation options: Navigation, Build your Pages, Templates, Fully Built Mobi Sites, Header/Footer, Color Settings, Splash Screen, Site Settings, Preview, Reports, Other, Account Settings, Services, User Guide, and Master Super Quiz. The main area is titled 'Site Builder' and includes links for 'Pass Config (Admin Only)', 'Manage Page Background', 'Send Link via Text Message', and 'Main Menu URL: http://bycell.co/uans'. Below these links, instructions state: 'To see a site preview, [click here](#)' and 'To copy the url, click in this box.' The main content area shows a list of site pages: 'Upcoming Job Fairs', 'About ABC Business', 'Job Qualification Testing', and 'Job Qualification Testing (Job Ope'. Each page has a set of icons for navigation, including a power icon. A blue circle highlights the power icon for 'Upcoming Job Fairs'. An 'Upload Navigation Icon' dialog box is open, showing options to 'Upload Your Image', 'Upload from Icon Library', or 'Search Icon Database'. It also displays the upload file path '13253-91051-1568217488' and a preview of the uploaded image. To the right, a mobile page preview is shown, displaying a grid of icons for 'UPCOMING JOB FAIRS', 'JOB OPENINGS', 'CONTACTS', and 'Have a Question?'. The dialog box has a 'clear' button and a 'save' button.

Navigation

Build your Pages

Templates

Fully Built Mobi Sites

Header/Footer

Color Settings

Splash Screen

Site Settings

Preview

Reports

Other

Account Settings

Services

User Guide

Master Super Quiz

Site Builder

Pass Config (Admin Only)

Manage Page Background

Send Link via Text Message

Main Menu URL: <http://bycell.co/uans>

To see a site preview, [click here](#)

To copy the url, click in this box.

Click Add Category or Add Page to create your site pages and content. You can drag pages to change the order in which they appear.

Click "+" to expand the Category, "edit" to rename the category and "+" to add items to the category.

Add Category

Add Page

Upcoming Job Fairs [Rename](#)

Upload Navigation Icon

Icon for smart phone For best results upload an Image 160px wider and 130px in height

Upload Your Image

Upload from Icon Library

Search Icon Database

Displaying upload file: 13253-91051-1568217488

Image Caption:

Icon for tablets For best results upload an image 230px in height and 160px or more wider

Upload Your Image

Upload from Icon Library

Search Icon Database

Displaying upload file:

clear

save

About ABC Business [Rename](#)

+ Job Qualification Testing [Rename](#)

+ Job Qualification Testing (Job Ope [Rename](#)

UPCOMING JOB FAIRS

JOB OPENINGS

CONTACTS

Have a Question?

# 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



## **DAVE ASHEIM**

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

Instagram: [@engagebycell](https://www.instagram.com/engagebycell)      Twitter: [@engagebycell](https://twitter.com/engagebycell)