



Your Definitive Guide

CREATING A CHATBOT

Candidates and
Recruiters Will Love



So you're thinking about a **RECRUITING CHATBOT**

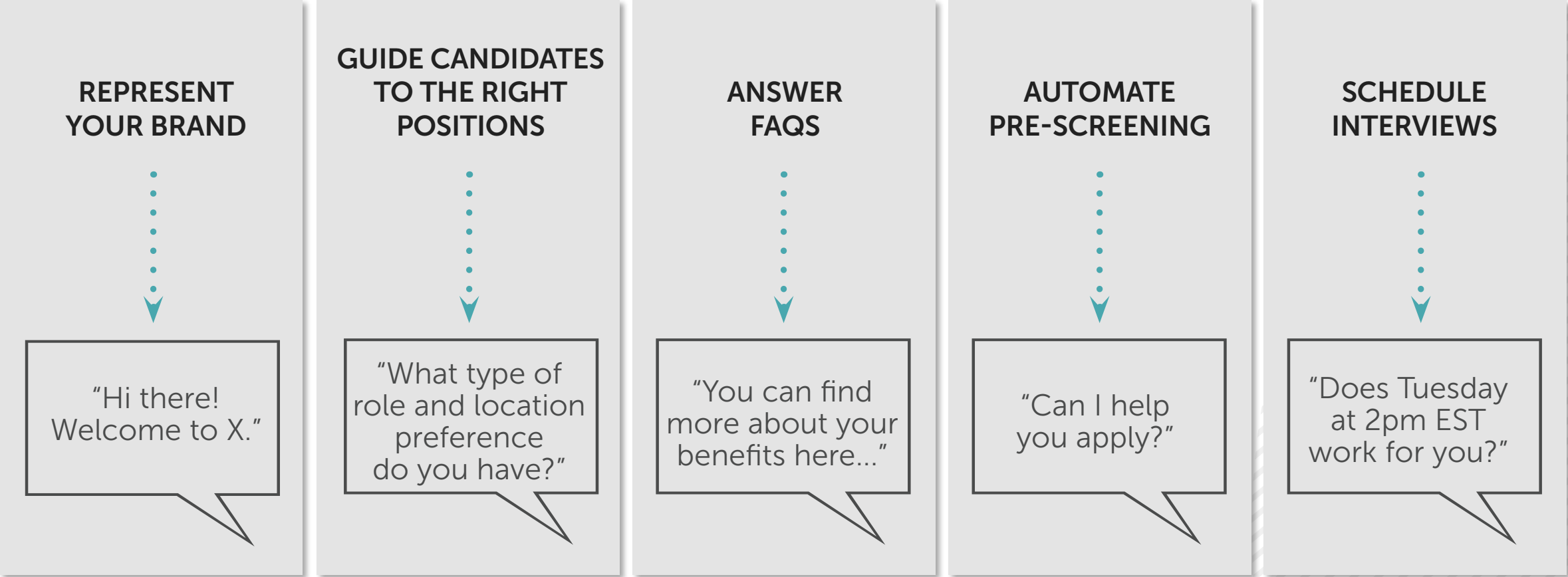
Or maybe you already have one but are a little daunted by the prospect of setting it up. Don't worry – it's actually a lot easier than you might think.

We love chatbots for their nearly endless potential to engage job seekers, adapt to any hiring challenge, and scale to meet changing business needs. Better still, they're easy to get up and running yourself. No need to call IT, an outside consultant, or someone with an advanced degree in STEM.

In the following pages we'll cover in depth the process of setting up and getting the most out of your recruiting chatbot.



CHATBOTS WEAR MULTIPLE HATS



In the first half of 2020, our customers used chatbots to...

Interact with 1,000,000+ unique job seekers	Send and receive 70,000,000+ texts	Answer nearly 125,000 questions	Receive nearly 1,000,000 applications by text	Set up 30,000 + interviews
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*iCIMS proprietary data

Did you know?
Companies that incorporate AI into their talent acquisition process generate 18% more revenue and are 30% more profitable.

Setting up your chatbot

RECRUITING CHATBOTS ARE EASY TO SETUP

You are the voice behind your chatbot

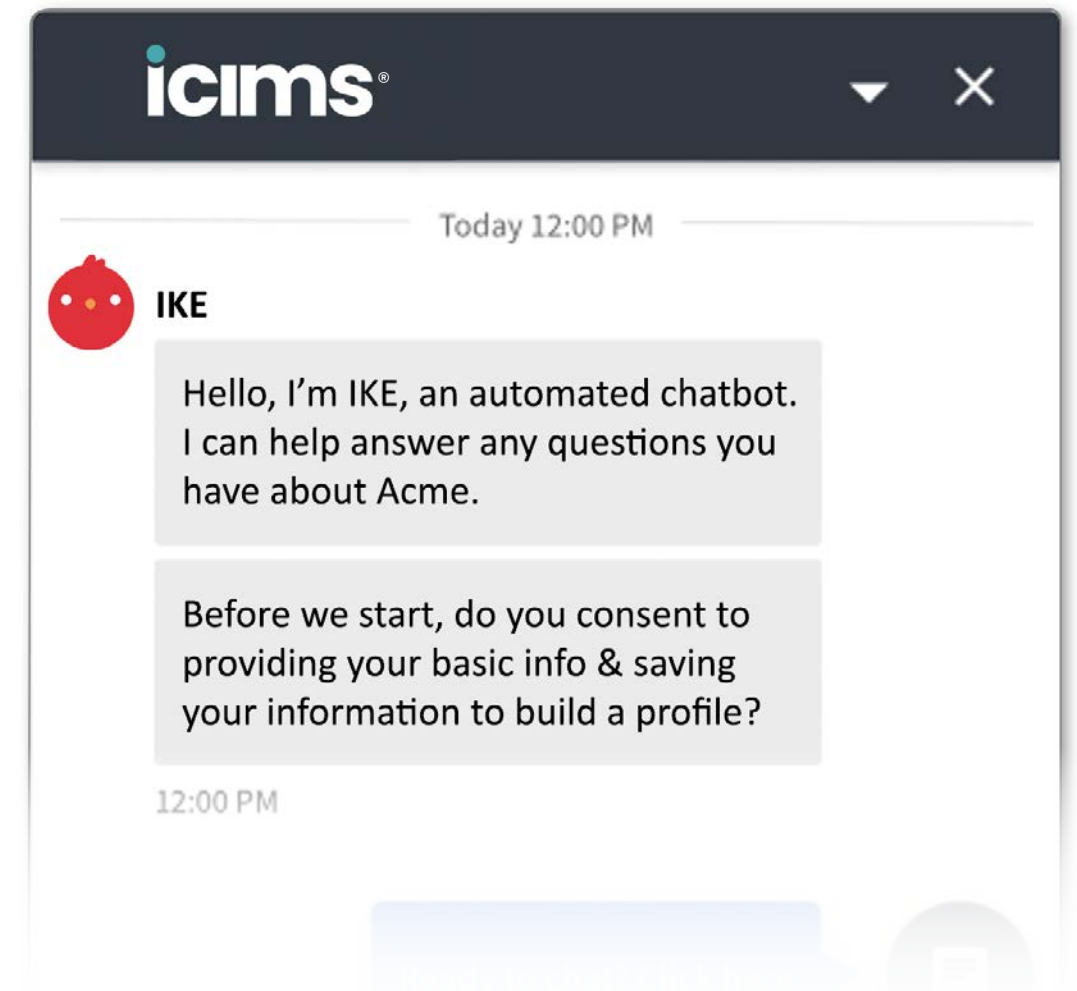
Setting up a chatbot may sound intimidating. Even in marketing, where chatbots are gaining popularity, many teams have little or no experience setting one up themselves.

It may feel like you're starting from scratch, but you have more to work with than you might think. Later we'll discuss ways to brand your chatbot and give it a personality of its own. However big a personality you want your chatbot to have, everything comes directly from you. Think of training your chatbot the same way you'd train a new recruiter. Every recruiter has his or her own personality, but they work within your organization's brand and hiring practices.

Implementation is fast and easy

iCIMS gets its strength from simplicity, best practice, and AI technology. Our chatbot recognizes and answers nearly a hundred candidate questions in multiple languages. These come pre-scripted and are fully customizable with simple logic. There is no complicated set up or conversation branches to untangle.

Teaching your chatbot is just as easy. Something in your process change? Just open its script and make the updates yourself.



Setting up your chatbot

Here are some of the scripted examples. You also can create your own.

Tell me a little about the culture of the company

Culture is a big deal for us. We pride ourselves on open communication and a constant search for new and better ways to delight customers.

What kind of office amenities are available?

Amenities vary by location. But no matter where you are, we provide free beverages and free bagels on Fridays.

Pro tip:

If you or someone on your team doesn't handle recruitment marketing directly, consider partnering with someone from your marketing team to customize your chatbot's script. Alternatively, take a stab at customizing the script yourself and asking someone to polish it for you.

What do I bring to an interview?

Bring copies of an updated resume, as well as an understanding of our business, the role to which you applied, and how it relates to your experiences and skills.

What is your turnover rate?

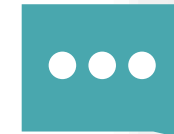
We have a low employee turnover compared to our industry peers. We like to think it's 100% our culture, but it probably has something to do with our competitive compensation and benefits package as well.



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CHAT
BOT



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CHAT
BOT



What is your turnover rate?

Incorporating your brand

INTO YOUR CHATBOT

Let your chatbot amplify your voice. As part of a larger recruitment marketing strategy, chatbots offer a personalized way for job seekers and candidates to interact with your brand.

Once you've decided how much of your brand's personality you want to incorporate, the question becomes: how? Here are a few questions to get you started:

- **What makes your organization's culture unique that you want to highlight for job seekers?**
- **What information (e.g. culture, benefits, testimonials) are you already sharing with job seekers? Where on your career site do you want your chatbot to direct people?**

- **If your brand were a person, what would they be like? What would they say?**
- **What resonates with your ideal candidates? Do you want your chatbot to be direct and to the point? Or more fun and playful? If you're not sure, start by brainstorming with high-performing employees.**

Pro tip:

Your chatbot does the hard work for you, but you're always in control. You switch your chatbot on and off and jump in to steer conversations as needed.

Customer spotlight: Dierbergs Markets



Grocery chain Dierbergs Markets uses a chatbot named Ellie. It's Ellie's job to interact with Dierbergs' candidates 24/7. Ellie gives a voice to Dierbergs' brand, amplifying their recruitment efforts. Her friendly, helpful persona has helped bring in thousands of additional candidates.

"Hi, I'm Ellie, a recruiter at Dierbergs. Thank you for your interest in joining our team! What's your name?"

She also works while recruiters sleep.

How to get your chatbot sourcing

RETHINKING TRADITIONAL APPLICATIONS

Hiring is a big responsibility. There's a lot of pressure to get it right. It's very tempting to treat applications like mini interviews and ask candidates every question in the book. By doing so, the hope is you'll narrow your pool of candidates down to the perfect fit. But studies show this may be having the opposite effect.

73% of job seekers bail 15 minutes into an application. That's a lot of missed opportunities.

Now consider an application that takes 12 minutes to complete on a desktop. In theory, that falls below the 15 minute threshold. But that's with the advantage of a full-sized keyboard and screen. What are the odds a candidate is going to manage that same application on their phone or tablet without getting frustrated?

The odds are pretty dismal. Only 22% of mobile applications are ever completed.

Feed your chatbot

WITH TEXT APPLICATIONS

There are perfectly good reasons to have a longer application. But if you’re losing candidates en masse, it may be time to evaluate what you actually need to know up front and what you don’t. For many, the solution is allowing candidates to apply by text.

It works like this: **job seekers text a key word unique to your organization to 97211.** A chatbot then guides them through a quick and straightforward application. Just like that, they’re under consideration.

But what about quality versus quantity? Just because you get more applicants doesn’t necessarily mean they’re good fits, right?

That’s true. Which is why many of our customers use our proprietary AI to narrow candidates into a short list based on experience and skills.



Standard message and data rates may apply.

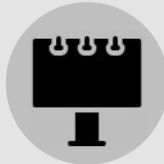
Creative ways to advertise text applications



COMPANY VEHICLES



STORE DOORS AND WINDOWS



BILLBOARDS



RADIO



SOCIAL MEDIA



CAREER SITE

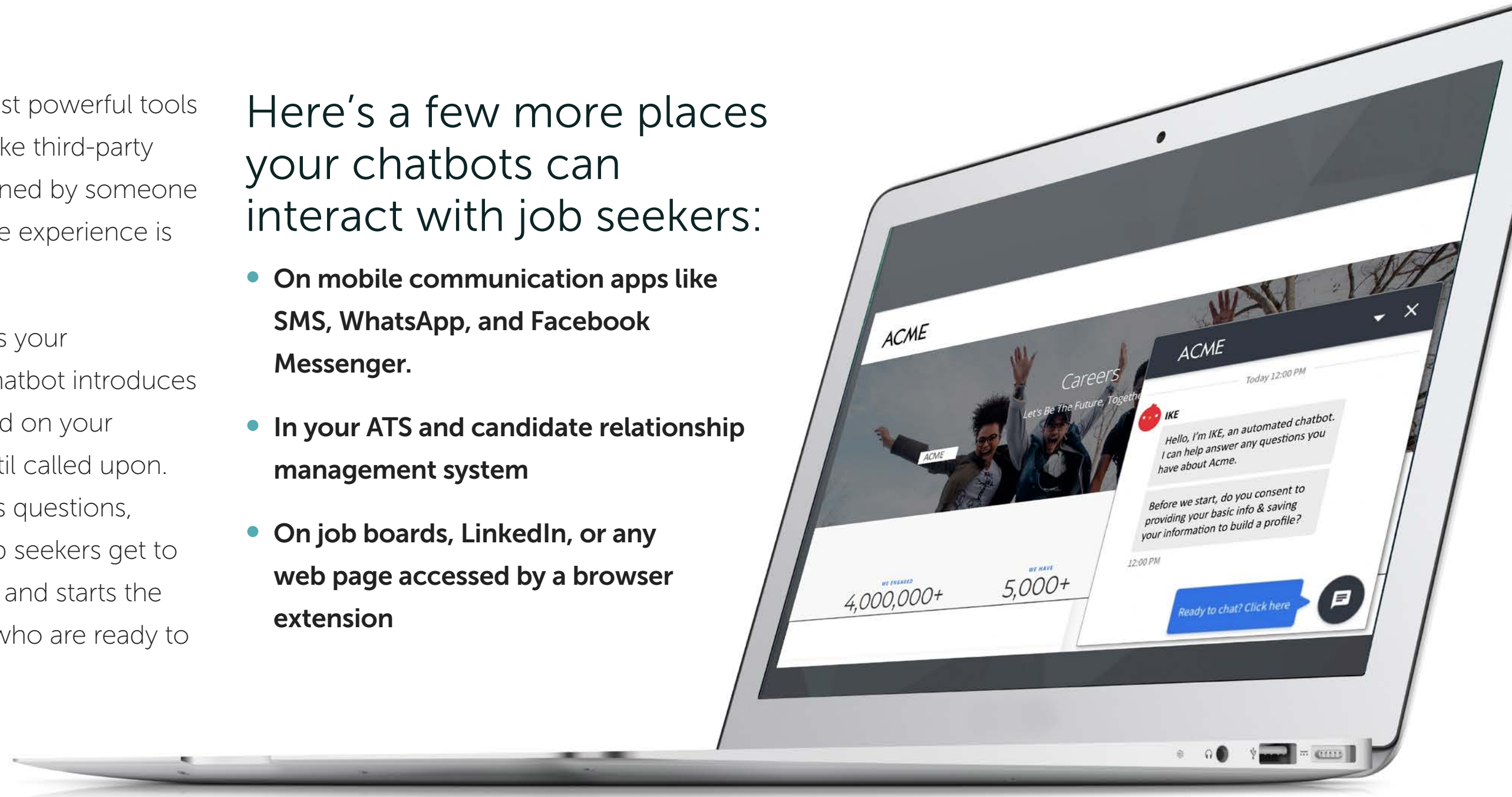
YOUR CAREER SITE CONCIERGE

Career sites are one of the most powerful tools in your recruiting toolbox. Unlike third-party job boards, you aren't constrained by someone else's template. Your career site experience is completely your own.

Think of a recruiting chatbot as your candidates' concierge. Your chatbot introduces itself to job seekers as they land on your career site, then sits quietly until called upon. On 24/7, your chatbot answers questions, provides helpful links, helps job seekers get to what they're looking for faster, and starts the application process for those who are ready to get started.

Here's a few more places your chatbots can interact with job seekers:

- **On mobile communication apps like SMS, WhatsApp, and Facebook Messenger.**
- **In your ATS and candidate relationship management system**
- **On job boards, LinkedIn, or any web page accessed by a browser extension**



Use AI to reengage

SILVER MEDAL CANDIDATES

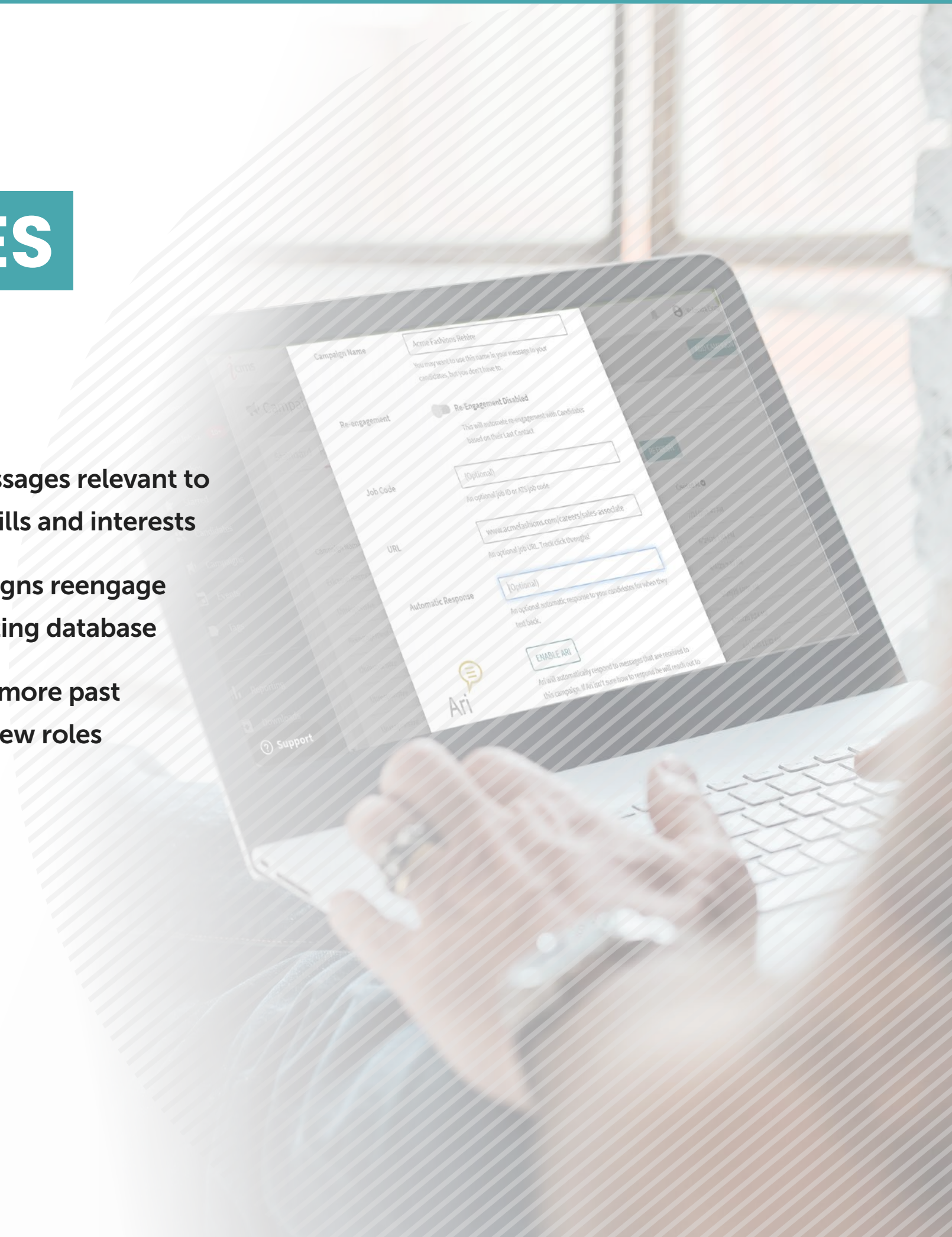
Organizations spend thousands of dollars each month advertising their open jobs. Many don't actually need the talent. The problem is they don't have a viable way to reengage past applicants. So they start from scratch for every role they need to fill.

The money you spend on recruitment advertising today is spent attracting the same set of candidates you attracted yesterday. Job boards love this. That doesn't mean you have to.

Your silver medalist candidates are one of your best sources of talent. You did all that work to get them interested. Chances are they're still interested. Work to reengage them through automated text message campaigns.

Here's how it works:

- **Candidates receive messages relevant to them, based on their skills and interests**
- **Automated text campaigns reengage candidates in your existing database**
- **Sourcing costs drop as more past candidates reapply to new roles**



Chatbots open the door to a wider set of

CANDIDATES

Powered by conversational AI and natural language processing, chatbots help job seekers find and apply to the right role without the need for traditional resume or prior experience. This is particularly effective for candidates that are interested in your company’s mission and culture, but may not see where they fit.

STUDENTS AND INTERNS	High school and college students usually don't have much in the way of work history. Many lack resumes, at least with relevant experience.	Chatbots help early-career and potential interns apply through text or online without the need for a formal resume. Candidates are evaluated based on skills, not just where they worked or went to school.
FEMALE APPLICANTS	All things being equal, a woman is 16% more likely to be hired than a man applying for the same job. Yet women tend to apply at far lower rates than men do. Why? On average, women won't apply unless they meet 100% of listed qualifications .	Chatbots answer questions and encourage applications in a more natural, less formal way than typical searches on job boards.
MILITARY VETERANS	In the military, you either meet certain qualifications or you don't; job type and promotion are directly tied to checking all the right boxes. Unfortunately, veterans tend to rule themselves out when they don't meet preferred requirements.	Chatbots use job matching algorithms to pair candidates with relevant jobs based on their skills and experience, not prior job title or role.
GLOBAL CANDIDATES	Job seekers around the world aren't always logged on when you are. The process can feel impersonal without a direct way to interact with your recruiters.	Whether it's 12 noon in Oklahoma City or 5 AM in Manila, chatbots are ready to take questions and move your job seekers through the application process.
Your <i>lingua franca</i> for global recruiting: iCIMS support English (USA), French, French-Canadian, German, and Spanish (Mexico).		



EXPAND THE SCALE OF YOUR HIRING

How to incorporate

PROCESS AUTOMATION

Some worry AI will one day replace recruiters. Advanced as our chatbots are, they'll never beat the authenticity that comes with human connection.

But chatbots do have one distinct advantage: in the time it takes you to hold a 15-minute phone screen, your chatbot can have interacted with hundreds, even thousands of potential candidates all over the world. By automating high-volume tasks, chatbots free up your team to make more of those 1-on-1 interactions.

The opportunity for automation doesn't end with your chatbot. It's just the first link in a long chain. Kickstarting skills assessments, background checks, and routing requisitions for approval are all vital to their hiring process – but don't necessarily require a human touch. Process automation takes those high-volume tasks and embeds them into a workflow that runs without your direct attention.



Customer highlight: American Heart Association

The American Heart Association's (AHA) mission is to help everyone in the world live longer, healthier lives.

That goal drums up a lot of support – and a lot of interested job seekers. Each year AHA receives more than 225,000 applications, most of whom are volunteers, survivors, and donors. Of those, AHA hires just half of one percent.

For AHA, success depends on picking the right talent while creating an exceptional experience for all candidates – whether they're hired or not. By automating tasks, AHA's recruiters have more time and energy to focus on making that happen.

"Embedding automation into our workflow frees up time. It allows recruiters to do more interviews, source passive candidates, and engage and build relationships with candidates we otherwise wouldn't have access to." – *Director of talent acquisition and attraction*

- **1,000+ hours (or about 6 months) of productivity saved per year**
- **Recruiters spend 50% more time building relationships with candidates**
- **200% increase in sourcing activity**

To see the blueprint AHA uses for recruiting, [click here](#).

American Heart Association®

Skip the mountains of resumés

GET THE VIRTUAL ASSISTANT TO HELP

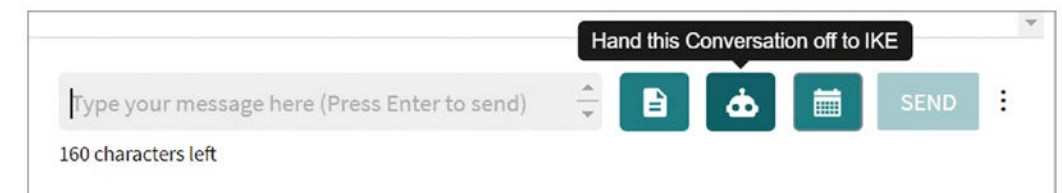
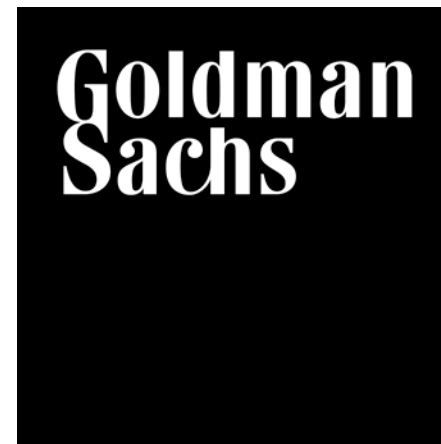
Six seconds. That's how long the average recruiter looks at a resume. Conventional wisdom says that's hardly adequate. Generally speaking, we'd agree. But what's the alternative when there's one of you and 1,000 more resumes to get through before lunch?

AI pre-screens applicants for you, drawing up a shortlist of the best, more relevant matches. You and your candidates can rest easy about letting a machine call the shots. Our smart-matching algorithm minimizes bias by looking beyond surface-level values. A candidate's skills and aptitude count for more than where they went to school or what they used to do for work.

Customer highlight: Goldman Sachs

Goldman Sachs attracts more than 500,000 applicants every year. Many are early career specialists, associates, and interns. Using AI, Goldman Sachs' team narrows down that mountain of resumes to a manageable short list.

"We hire approximately three percent. We believe many of the other 97% could be very successful at Goldman Sachs. Picking the right three percent is less about the individual and increasingly about matching the right person to the right role." – *Former global head of human capital management*



We hope this guide provided you with everything you need to get started with a **recruiting chatbot**.

Want to try our chatbot for yourself? Text "**chat**" to **97211** to take iCIMS for a test drive.
Information you enter is for demo purposes and will not be kept.

Standard message and data rates may apply.



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action www.icims.com/see-it-in-action