



About PivotCX

PivotCX is transforming the way that recruiting gets done. Through its innovative all-in-one Talent Acquisition Communications Hub, Recruiting Teams are empowered to make better hires faster. With PivotCX, recruiters are able to engage in personalized conversations with candidates and managers at the scale and speed required to meet their hiring needs. The PivotCX communication hub integrates with ATS, CRM, and HRIS systems as well as job boards, social media, and career sites to enable automated and person-to-person conversations via Text, Voice, and Email. Data collection and comprehensive dashboards for communications and actionable analytics complete the SaaS solution that's quickly becoming the go-to tool for Recruiting Teams. PivotCX customers make hires in days instead of weeks, improve Recruiter productivity by as much as 80%, and dramatically improve both the candidate and recruiter experience

Overview of Product & Services

PivotCX Core Platform - which supports both Automated and P2P Texting, Voice, Video, and email
Currently supported Communication Channels - SMS, Voice, Video, email, landing pages, textbot.

- VR supported through a Partner.

"Chat-as-a-Service" - Call Center Team that is available to support or augment customers usage of the the Platform

Recruitment Marketing - Support customers with their Media Buying requirements

Integrations - PivotCX is currently integrated with over 35 ATS's and over 45 HRIS platforms and 2 major Job Boards. PivotCX can be accessed through the API or Whitelabel version of the platform.

- PivotCX will continue to extend integrations into other key platforms (i.e. CRM and VMS) as well as other TA and HR Tech point solutions.

Reporting & Analytics - a comprehensive BI dashboard plus a library of stock reports. Additional reporting will continually be added. Customer requested reporting is also supported.

Other Services Offered - Keywords, QR Codes, Short Codes, 800#'s, 10 Digit numbers, URL Tracking, and Browser Plugin to chat with passive candidates

Primary Use Cases Supported

Candidate Re-engagement/Campaign Management

Employee Referral

Text (or QR Code) to Apply

Triggered engagement - i.e. Respond to Job Board, Career Sites, or Hiring Event candidates

Automated alerts/Reminders

Ad Hoc/Real-time contact over SMS, Voice, or Video



Integrations

PivotCX integrates with a multitude of ATS systems such as Taleo, Jobvite, Workday and more. It also integrates with job boards such as Indeed and Ziprecruiter to enable **native job board applications to trigger automated, or live huma- to-human conversations**. View our full list of integration capabilities here: <https://www.pivotcx.io/integrations>

Live Recruiting Chat Teams

PivotCX provides chat response teams to employers that want to give candidates a five-star, immediate and human-to-human experience. Our chat teams are a cost-effective alternative for employers who do not have the staff to deliver an immediate response to every job applicant.

Recruitment Marketing

For employers needing more candidate flow, PivotCX offers recruitment marketing services including job board, SMS, social media, and other digital advertising, all integrated with the PivotCX platform.

Leadership Team

Howard Bates, Chief Executive Officer & Cofounder

- Led development of entire new system for the Indiana Department of Workforce Development
- Founder/CEO Haverstick Consulting
- President, Kratos Defense & Security
- Founder/Chairman Elevate Ventures
- CEO/Chairman SmarterHQ
- E&Y Entrepreneur Finalist

Mike Seidle, Chief Technical Officer & Cofounder

- Founder Indy Associates, Indianapolis first Digital Marketing Agency
- Cofounder of VPSpay.com, a credit card and ACH payment processing service.
- DirectEmployers lead platform architect for National Labor Exchange & DirectTraffic
- Developed international HR tech integration standards while serving on Board of Directors for the HR Open Standards Consortium

David Bernstein, EVP Corporate Development and Strategy

- Over 25 years of experience...



PivotCX Facts

- PivotCX was launched in January 2021 after one year of development that started when the COVID-19 pandemic made the PivotCX team realize that existing recruiting technology was causing problems for many of our customers.
- Candidates who experience PivotCX report high levels of satisfaction: 4.8 on a scale 1 to 5.
- Conversational technology works. When communicating with job applicants, 90% of messages read within 3 minutes whereas only 12% of emails are even opened. 58% of candidates who apply to a job enabled by PivotCX engage within 4 minutes of applying.
- 89% of US job candidates prefer to receive text to phone calls or email and 70% of job applicants use their mobile phone to apply to jobs.
- PivotCX improves engagement rates with candidates sourced from job boards by as much as 50% and helps Reduce time to hire by 3 weeks.
- PivotCX software lets recruiters talk to 5-7 times more candidates in a day.
- Products available - texting, automated campaigns, voice calling, video calling
- Number of customers - 754 companies in over 4200 locations
- Industries we've found success in - tech, retail, warehouse, manufacturing, truck drivers, healthcare, education and RPO and staffing.
- Since launch as a primarily text recruiting platform, PivotCX has added voice and video capabilities along with robust ATS and job board integrations.
- The PivotCX name comes from "Pivot your Candidate Experience" and was previously known as WorkHere which publicly launched a geofence job ad product and free mobile app for jobs on April 28, 2016.

Contact

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