



**The All-In-One Talent Acquisition Communications Hub**

*Texting is just the beginning ...*

## **Analyst Briefing**

David Bernstein - EVP Corp Dev & Strategy - [david@pivotcx.io](mailto:david@pivotcx.io)

[www.pivotcx.io](http://www.pivotcx.io)

HR Tech 2022

# The PivotCX Manifesto - Why We Exist

No Recruiting Team sets out to purposely create a horrible candidate experience. It is an unintended consequence of overburdened Recruiting Teams.

The vast majority of Recruiting Teams fail to regularly meet their hiring goals.

It is not possible to address the candidate experience without also fixing the recruiter experience.

Creating delightful and irresistible experiences for ALL parties involved in the hiring process relies on being able to have frequent, timely and personal communication and interactions with ALL parties.

Cold calling from unknown phone numbers and email outreaches are no longer effective communication tools. Relying on these wastes cycle time and elongates the process.. Candidates expect communication to be mobile first and digital-centric.

The “lack of speed” in recruiting kills! Most candidates will accept the first offer they receive. Employers need to be first to make the offer.

Communication in Recruitment needs to be fluid - it needs to be interoperable across communication channels and between people.

Communication in Recruitment needs to support a variety of goals - i.e. conversation, data collection, and documentation

Recruiting is fundamentally a people-centric process. Recruiters, the human part of the process, are more important than ever.

It is impossible to create a relationship with a software tool. No tool alone can adequately assess an individual’s fit with your job, your team, or your company.

# There is a better way.

All-in-one communications hub... an interoperable solution for SMS, voice, video, web and email ...

... that integrates with leading ATS, Job Boards, HRIS, CRM, Social and integration platforms

## So you can:

Build great candidate relationships at scale

... reach every candidate in seconds

... spend less time on busy-work and more time building relationships and hiring.

# Results

- **90%** of messages read within 3 minutes.
- **59%** candidates engage within 4 minutes of applying.
- **10x** more conversations with engaged candidates, every day.
- **3x** improvement in candidate engagement.
- **Double** apply → interview conversion rate.
- **Reduce** time to hire by 3 weeks.

## Growth

2021 - 160% GAAP Growth

2022 - Est. 108% GAAP Growth



# Competition

- Cobbled together stand alone and point solutions i.e. chatbots, texting, video interviewing, etc.
  - High recruiter effort, difficult to maintain.
- SaaS based communication platforms (telco clouds, chat plugins, voip, conferencing)
  - Must be "customized" for talent acquisition.

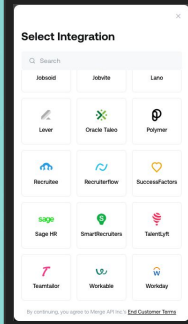

"No one has ever built a meaningful personal relationship with a chatbot."





# Advantage

- Not a point solution  
All-in-one, off the shelf solution
- Optimized for talent acquisition & HR
- Integrate with leading HR & talent acquisition systems, out of the box
- Fast implementation cycle
- Ludicrously fast time to value
- Makes life better for recruiters
- Solves for the #1 reason attributed to a poor Candidate Experience - lack of communication



Yes, we integrate with that...

- 37+ ATS
- 3 Leading Job Boards
- 17 CRMS
- 47 HRIS
- 3 Integration Platforms
- Web & Webhooks, too.

By continuing, you agree to [PivotCX's End Customer Terms](#)



# Strategy

- **Be the Dial Tone for Recruiting**
  - Add VR, WhatsApp & Telegram
  - Add AI chatbot
- **Effortless, easy integrations**  
Just added 37 ATS + 47 HRIS
- **Partner, Partner, Partner**  
Leverage partner expertise to open new market segments.

# Thank You!

## Q&A

text **PITCH** to  
**3174498782**

To get\* a free copy of **“Candidate Experience: How to Improve Talent Acquisition to Drive Business Performance”** by Kevin Grossman & Adela Schoolderman



**PivotCX**

\*Limited to first 50 responders

