

Do these statements apply to your agency?

We spend a lot of money on calls to people's mobiles but it is a critical cost of operating our business.

We are in a very competitive market; if we don't get in touch with people quickly we reduce our chances of winning the business.

On average, it takes 3 or 4 calls to get in touch with one person.

It often takes several hours work on the phone with more than one consultant to fulfil a contract.

Emailing workers and candidates is often okay but sometimes it isn't immediate enough for us or for them.

We don't need to speak to lots of people all of the time but we do need to keep in touch regularly. So, we spend a lot of our time getting hold of people, updating them. Most of this has to be done on the phones.

We need a discreet way of contacting candidates so that they can get back to us when it is convenient for them to discuss their work situation.

Text messaging services will help you:

Achieve big reductions in your call charges to mobile phones.

Spend less time on the phone chasing people; spend more time chasing new opportunities and developing the business.

Add value to the individual and professional quality of service you offer.

You'll be contacting and talking with the right person and you'll be talking with them at the right time.

You won't be wasting time and money talking to the wrong people or their answering services.

You'll be filling jobs in a fraction of the time that you do now.

By using a text message to initiate contact, every time a candidate calls your agency back, the cost of the phone call, (which will probably be the longest call) is being met by the candidate and not you! All users report a reduction in phone charges to mobiles; some tell us that the savings pay for the cost of the service.

You will be able to organise work fulfilment better by ensuring office phones are free to receive call backs from the text messages soon after you send them out.

In a couple of hours of making phone calls, a consultant might make around 30 calls, get straight through to 10, fail on 10, and leave messages on 10. Of those they get through to, not all will be able to talk freely and some will require a call back. Some candidates contacted will not be interested.

Mobile voicemails are only picked up when the candidate chooses to do so. If your voice messages are the first they pick up, fine, if not, you enter the "call-back lottery"

Text messaging services will help you:

Sending 30 text messages to those mobile phones via Icetrak takes about two minutes of a consultant's time.

An email to a candidate's home/personal e-mail address often doesn't get picked up until the evening or the next day when often the job or even the candidate is no longer available.

A candidate with their phone switched on gets the message virtually straight away (we send it within seconds of receipt). Anyone with their phone off or out of reception receives it as soon as they turn their phone on or soon after the phone enters a signal area.

If you put your phone number in the message the workers' phones will "auto-select" the number for call back, making it even simpler for them to get back to you.

Within minutes of sending out the messages, phones start ringing with people responding. People who aren't available or interested don't call back and don't waste your time! Icetrak will email you each failed number so you can quickly update Chameleon-i database.

Your text message will be received discreetly - the candidate will read it privately and call back as soon as it is suitable. Your consultants then will have the best chance to have an open discussion with the candidate.

Regularly updating your Chameleon-i database of contacts becomes much easier using text messaging. Rather than call (when it isn't convenient for them to talk with you) or email (you don't get the chance to talk with them), text them and ask them to get back to you with their current work situation.

Saving just half an hour each working day will free each consultant of around 100 hours of low level phone calls each year to spend more usefully on developing additional business.

Icetrak - Frequently asked questions:

Who are Icetrak?

We are a private UK company, based in the West Midlands specialising in business critical messaging. We are independent of Chameleon-i. We have over 900 clients and 80% of them are recruitment agencies ranging from sole proprietors to large multi-nationals.

Can I try it before I decide whether or not to buy?

Yes. You can do some useful testing just using your email. Contact us and we'll set you up with a free trial with up to 100 free messages and send you the simple instructions on how to send either single text messages or multiple messages to different phones. We can make it available to everyone on your domain or limit it to specific email addresses.

NOTE: For the month of November 2009 you are entitled to 200 free messages as part of the Chameleon-i two years in business celebration. In addition any Chameleoni customer who proceeds with a live account will be entered into a raffle to win one of two bundles of 2,000 free text messages.

What does it cost to use the text messaging service?

You pay Icetrak a monthly licence fee (£10) to cover as many users and offices that you want to use the service and then you just pay for the messages you send us. There is an optional (£5 per month) to have each of your messages delivered with your agency name identified as the sender when your worker or candidate receives the message.

How much does a text message cost and how do I buy them?

Each message costs no more than 9p. You buy them in advance from us in values of £100 and upward. There are volume discounts available for volume purchases in values of £500 and £1,000 where the message price reduces to 8p and 7p respectively.

Icetrak - Frequently asked questions:

What are the set up and on-going support charges?

There aren't any. If you have any problems with the Icetrak side of the service, ring or email us and if we can't deal with your request immediately, we will respond with in one hour (Monday to Friday 08:30 to 17:30).

Do I have to use my messages up in a certain time?

No. Your messages are held for you to use at any rate you want.

What happens when I run out of messages?

You shouldn't run out. When your credit levels drops to £25 we will send you an email asking you to top up with another purchase. We recommend that you buy enough messages to last you for at least 4 to 6 weeks.

How do I keep track of how many messages I am sending?

Each month you will be sent an Excel spreadsheet itemising each message sent, who sent it, which number it was sent to, date, time etc. This is a very useful report because you can use it to identify if you are regularly sending messages to invalid numbers in your database. There are other reports that can be set up for you on a weekly or monthly basis to highlight who is using the service more than others, who is being more effective in the content of their texts to workers etc. For more details please contact Icetrak Customer Services.

How do I know if the text message has been delivered?

We will set up your Icetrak account so that each time a message fails to get delivered we send you an email notifying you of the failure and the number so you can take appropriate action. There is no extra charge for this notification. If you do not want an email for each failure as they happen, we can send you a daily report for all failed messages in the previous 24 hours. If you want both that's fine! Icetrak messages are reported as "delivered" when they arrive at the phone; some services report "sent" when the message is delivered to the phone's network NOT the phone.

Icetrak - Frequently asked questions:

Why would a message not get delivered?

A number of reasons. People change phones regularly to take advantage of promotions especially pay as you go. The number they gave you 3 months ago could now be invalid or they don't use it any more. The phone owner could be changing numbers and the central numbers database might not yet reflect the change. The phone could be switched off (shift work, holidays abroad with "roaming" switched off) or out of reception. We will continue to re-try for up to 24 hrs before failing. Or, the phone's text message memory could be full.

How long does it take to deliver my messages?

Once we receive the email from your network, the process only takes a few seconds to prepare and send your messages. Then, typically it's no more than 5 to 10 seconds to connect and send through to the mobile phones provided they are switched on and in reception.

Can people text back their replies to our text messages?

Yes but you will need the Icetrak 2-way service. This is ideal for people to confirm back job acceptances, interviews, message received and understood details without inviting them to call the office. Often a simple Yes or No response is all that is required. Icetrak will email back to the consultant the text of the reply as well as anybody else who sent a message to that phone in the last 24 hours.

How can we ensure that the person who owns the phone knows it is us who is sending the messages?

The optional Sender Identification (see below) is one method – this puts your agency name on the phone screen as the Sender so before they open and read the message they know it is from you. If you don't want the Sender ID option, we can put whatever "prefix" you want at the beginning of every message you send out. Typically this would be your agency name and office phone number which saves you typing it in each time. We can also personalise the prefix for each consultant so they can have their own direct dial or mobile number for the worker to reply to. There is no charge for prefixes.

Icetrak - Frequently asked questions:

How can I control and manage my text messaging costs?

Consultants need to gauge how to use the service effectively and it does vary according to the type of agency and how you want to fit the service in to your recruitment processes. Sending out too many messages will cost more and create more work in terms of incoming calls and administration. Sending out too few messages will limit the impact of the service and means you will end up spending more time on repetitive phone calls than you need to.

Key to this is monitoring everyone's use of the service - how many messages they send, how many fail, why and what content do they put in the message that works well for some but not others. The weekly and monthly traffic reports provide a lot of useful information that can be quickly analysed by managers and acted upon.

To limit the amount you spend on text messaging, we can implement a "quota" that restricts the amount of messages sent. This can be a monthly figure that you don't want to exceed for example £100 a month across the company. Or, you can apply it at a per consultant level ie. no more than 100 messages per week or 400 messages per month and so on.

As you continue to use the service, you may wish to make changes to the quotas, reports, who receives them and at what frequency. The Icetrak Customer Services team is on hand to discuss and implement these changes.

How can I manage my costs across all the offices?

We can set up billing codes for each individual consultant within each of your offices. Your monthly traffic statement will summarise your costs per billing code. In this way you can track your costs across people, business units, offices and regions.

What if I decide I don't want to continue with the service?

We'll refund any unused value of pre-purchased messages – no questions asked.

For more information contact Icetrak:

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