Executive Summary

Headquarters: Boston, MA
Industry: Insurance
Locations: 900 offices in 18 Countries
Employees: 50,000

Liberty Mutual’s sourcing team was frustrated by the low response rate of emails and phone calls when reaching out to candidates. Sourcing Manager Kate Rushton researched new ways to source candidates more efficiently online and found TextRecruit. By adding text to their sourcing strategy, Liberty Mutual has cut their time to hire from 5 to 2 touches and sees 20% of new hires come through TextRecruit.

Attracting Talent

“Insurance sales is not the most glamorous industry,” explains Kate Rushton, Sourcing Manager at Liberty Mutual, “which makes effective candidate sourcing essential to our business goals.” Kate’s sourcing team had struggled with traditional means of candidate sourcing like cold calls and emails for years leaving them with a low response rate and at least five touches before getting an answer.

Texting quickly entered the conversation and some online research uncovered TextRecruit, a texting tool designed specifically for recruiters. “It was super easy to get started, I was able to create my login and add my team members in just a few minutes.”

A Different Candidate Experience

Kate’s favorite feature quickly became the ability to upload candidate lists and build campaigns. “The campaign features allow us to use text throughout the sourcing funnel whether it’s letting candidates know a new position has opened up, engaging them during networking events or wishing them good luck before their interview.”

Creating personalized texts using TextRecruit allows Liberty Mutual to add a human touch that differentiates their sourcing campaigns from competitors. “Many large insurance companies leave candidates with a bad taste in their mouth whether they were offered a job or not, we want to be different.”

“TextRecruit has without a doubt made our sourcing more effective, and at least 20% of the candidates we currently source come from our texting campaigns.”

Smarter Sourcing

Adding text messaging to their sourcing strategy has increased response rates and brought the average number of candidate touches from five down to three. “TextRecruit has without a doubt made our sourcing more effective, and at least 20% of the candidates we currently source come from our texting campaigns.”

Will texting continue to catch on in the sourcing community? “Oh yeah,” says Kate, “I have recommended it to lots of colleagues and sourcing professionals. TextRecruit can help sourcers in any industry that have high-volume ambitions.”