

Case Study: SSM Health

Saving \$500,000 a year by using text messaging to treat onboarding pains.

Headquarters: St. Louis, MO

Industry: Hospital/Home Health/Non-Profit

Locations: 19 Hospitals, 60 Outpatient Care Sites

Client Employees: 30,000



SSM Health was struggling to coordinate its onboarding process with new employees resulting in delayed start dates and staffing shortages. **SSM had the idea to use text messaging to engage new hires and keep their onboarding on schedule. By adding text to their onboarding strategy, SSM now consistently meets their staffing needs** and is projected eliminate over \$500,000 in contingency staffing costs this year.

Onboarding Problems Are Contagious

As the Director of Training at SSM, Rhoda Banks had tried everything to engage new hires and make onboarding a smoother process. “We were calling, emailing and leaving voicemails on the weekends” says Rhoda with a laugh, “10% of SSM’s new hires still mixed up their starting location and 15% were delayed because of missing paperwork.”

Delayed start dates and slow onboarding impacted SSM’s business in three major ways:

- Higher costs due to staffing shortages and rescheduling
- Professionalism concerns among new hires due to misinformation
- Wasted time among onboarding staff trying to get in touch with new hires

84% 

**INCREASE HIRE
RESPONSE RATE**

64 MIN. 

**AVERAGE
RESPONSE TIME**

“With TextRecruit we increased our new hire response rate to 84% and reduced average response time to 64 minutes. It was a huge improvement.”

– **Christian Ray**, Systems Leader, Talent Strategy



Texting Creates Healthy Engagement

Christian Ray, System Leader Talent Strategy with SSM, had the idea to start using texts as part of their onboarding process to reduce costs and save time. **“With TextRecruit we increased our new hire response rate to 64% and reduced our average new hire response time to 64 minutes. It was a huge improvement.”**

Christian was hooked when he discovered TextRecruit’s mail merge feature. “Being able to build out separate campaigns and personalize each text gives us a professional approach when engaging new hires.”

Wendy Crawford, VP of Talent at SSM, was most excited about the impact of texting on the new hire experience. “Millennials tend to judge a new employer on their first day,” explains Wendy, “clear onboarding instructions and a great first day lead to improved retention down the road.”

TextRecruit Saves Time, Money and Sanity

The Onboarding Team no longer braces for Mondays when their new hires start. “We used to average at least 20 onboarding problems a week, but now we only occasionally see one,” says Rhoda with a smile. **SSM is projected to save more than \$500,000 this year by reducing staffing and rescheduling costs.**

But the impact of the new onboarding process goes far beyond Monday mornings. “From a smoothness and satisfaction standpoint, our teams are partnering instead of finger-pointing,” says Wendy. “This process involves so many teams at SSM and now I see them taking more pride in their work.”

So what’s next for SSM? “We are looking at new ways to use TextRecruit to improve communication with current employees and further increase retention,” points out Christian, “the utility for texting in business is endless.”



“Millennials tend to judge a new employer on their first day, TextRecruit is making a significant impact on the new hire experience”

– Wendy Crawford,
Vice President of Talent

