

Case Study: **CDW**

87% candidate response rate with text messages

Headquarters: Vernon Hills, IL

Industry: Technology

Client Employees: 8,000+

New Hires: 400-600 Annually



Jared Bazzell is the Innovative Talent Acquisition Leader at CDW, responsible for staffing over 400 technical positions each year. Prior to using TextRecruit, Jared's team had already been experimenting with communicating with candidates via text message. However, they were still struggling with managing such a high volume of candidate communication. There was no way to track, monitor, or record all of these conversations.

Jared had researched several text recruiting platforms, most of which weren't offering the specific tools his team was looking for. The team preferred not to use their personal devices for communicating with candidates, as recruiters didn't want to be contacted throughout all hours of the day. They figured it would be great if some of this work could be automated, but CDW knew they wanted a product where they could maintain a high level of authenticity with their candidates. Jared's team realized that they needed a more comprehensive and integrated communications solution. That's when CDW turned to TextRecruit.

Rolling it Out – A Phased Approach

For CDW, trying out a new product and software warranted a thoughtful approach. CDW cleverly began to use TextRecruit in a minor capacity to test the effectiveness of the product. Upon receiving stellar feedback from his recruiters about the ease and convenience of the product, Jared found it imperative that the company move forward with the distribution of TextRecruit across the entire recruiting team and hiring process.

Recruiters at CDW were up and running with TextRecruit within days of obtaining the product. It didn't take long to fully integrate TextRecruit into CDW's existing HR technologies. CDW thinks long-term and likes to take their time when it comes to implementing new technologies in the workplace. Jared proudly states, "if we're going to template something, it's going to work right", adding, "it [should be] built for the future...not built for what's in front of us right now".

87% 

**CANDIDATE RESPONSE
RATE WITH TEXT MESSAGES**

0.5% 

OPT-OUT RATE



The Challenges – What Differentiates TextRecruit from Other Text Recruiting Software?

According to Jared, what sets TextRecruit apart is the ability to consolidate the entire technological recruiting process “from pre-application to day one hire”. By leveraging TextRecruit’s software, CDW recruiters were able to save a whopping 100 hours of recruiter productivity in Q1 alone, allowing them to spend more time talking with and sourcing candidates.

Jared was aware of other texting software on the market, however, many of them only provide one-way communication (i.e. recruiters can send one-way text blasts). Jared argues, “having that ability to have that back and forth conversation is the thing that separates TextRecruit” because “you cannot believe the number of people who end up responding”.

Additionally, CDW recruiters didn’t want to worry about being contacted by candidates throughout all hours of the day on their personal devices.

Within the TextRecruit app, recruiters are able to log in and out of the platform as they wish, only getting push notifications when they’re ready to interact with candidates. They can access the platform via desktop or mobile device, from the office or the comfort of their home. All the while, candidates have no idea where the recruiter is contacting them from.

For Jared and CDW, maintaining authenticity within candidate communication was of huge importance, considering it an essential part of the overall candidate experience. TextRecruit allows them to uphold that desired level of authenticity, and that’s “really what drove it for [them]”. Within the platform, text messages and templates can be customized to convey your company’s unique voice and brand. Human touch remains a vital part of the recruiting process and candidates want to feel like they are talking to a human, not a robot.

The Numbers

By leveraging the TextRecruit product, CDW has seen an 87% response rate with text message (compared to 5% with call). Most of these responses come in within two hours or less. They are sending approximately 400 text messages per day, and proudly report an opt-out rate of just 0.5%. This is an astounding opt-out rate having sent over 20,000 text messages to candidates in 2017 alone. While email yields an open rate of only 20%, texting proves to be competitive with an open rate of 99%. Additionally, there is no reported difference between position level/age of the candidate. Whether the candidate is applying as an intern or as an entry-level employee, text message proves to be successful across all age groups. With 6.1 billion people texting worldwide, this level of success can be expected.



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– Jared Bazzell
*Innovative Talent
Acquisition Leader, CDW*

