

Case Study: **Sodexo**

50% candidate response rate to initial outreach

Headquarters: Gaithersburg, MD

Industry: Food Services & Facilities Management

Client Employees: 420,000 worldwide

Annual U.S. New Hires: 5,000-6,000 at manager level & above



Sodexo is the 19th largest employer in the world and the global leader in Quality of Life services. Serving more than 15 million consumers at 13,000 client sites in North America alone, Sodexo hires hourly, salaried, and leadership positions in hospitals, schools, government facilities, and corporations.

Communication Problems at Sodexo

Heather Thomas' Talent Acquisition team was responsible for hiring salaried and leadership positions for Sodexo. Evaluating her strategies, Heather shared, "Reaching candidates via email and phone was proving to be a struggle. I noticed that when I used email to communicate with my candidates my response rate was tanking."

In addition to engaging prospects for salaried and leadership positions, Heather's team was focused on finding new technologies to help them find better people, faster. After Heather began experimenting with text messaging from her personal phone, she saw immediate results. "I tried texting [candidates] from my phone and received [nothing but positive reactions] with around 50-60% [of candidates responding]. That's when the lightbulb went off and I realized I needed to systemize this," Heather said.

50% 

CANDIDATE RESPONSE RATE TO INITIAL OUTREACH

"I tried texting [candidates] from my phone and got a 100% positive response with around 50-60% response rates. That's when the lightbulb went off and I realized I needed to systemize this."

– Heather Thomas
Recruitment Manager,
Sodexo



Taking Care of Business with TextRecruit

The Sodexo recruiting team began using TextRecruit to expedite their hiring process and saw immediate success. By creating templates and automated sequences, the team created personal, one-on-one conversations with candidates that led to more interviews.

Using TextRecruit's chrome extension in iCIMS helps save time for Sodexo's recruiters. Heather said, "One of the selling points for using TextRecruit was [the] integration is very easy. It highlights all of your phone numbers in green and you can create messages without leaving your workflow. It's very convenient."

Not only were the Sodexo recruiters seeing improved response rates, but they to were able to reduce the average number of touches needed to schedule phone screens from seven down to four touches. According to Heather, "One of our biggest concerns was – are candidates going to respond positively to what we're doing here? The response was overwhelmingly positive."



"One of the selling points for using TextRecruit was that their ATS integration is very easy. It highlights all of your phone numbers in green and you can create messages without leaving your workflow. It's very convenient."

*– Heather Thomas,
Recruitment Manager,
SodexoHealth*

Building Great Experiences with TextRecruit

After seeing success in scheduling interviews, the recruiting team began utilizing the tool in new and creative ways. Heather said, "We thought we were just going to use TextRecruit to get candidates to hop on the phone to talk to us, but my recruiters started using it as a communication tool that they integrated into their entire workday."

Sodexo's recruiters began using TextRecruit for almost everything: sending reminders, confirming next steps, answering questions, keeping in touch with candidates, and communicating with hiring managers. Heather shared, "I still value both quantity and quality connections with candidates. I want to reach a lot of candidates but I still try to connect with all of them one-on-one. TextRecruit helps me do this with great efficiency."

