



# SMS for Recruitment

MINI CASE STUDY · JOBADDER SMS INTEGRATION

Burst **SMS** x *JobAdder*

# SMS for the Recruitment Industry



## The Integration

**JobAdder** is an all-in-one recruitment management platform, which provides you with a variety of tools to help find and place the right talent. Through an integration with Burst SMS, JobAdder clients can now send SMS directly from their accounts.

## The Problem

Recruitment is an increasingly competitive environment and it's becoming more and more challenging for recruiters to reach their contacts and clients - both current and prospective - effectively. Traditional forms of communication, such as email, can easily be overlooked or ignored. Another problem that's associated with this is that communicating with contacts en masse is often time-consuming and repetitive for the recruiter.

# SMS for the Recruitment Industry

## The Solution

Text messaging has an extraordinarily high open rate, 98% on average, when compared to that of email, which is just 22%. Recruiters can use Burst SMS to reach their candidates and contacts faster and more effectively via SMS. This solution is perfect for the fast-paced recruitment industry where often recruitment consultants need to deliver short messages to multiple parties instantaneously, for such things as interview reminders.

Burst SMS' saved templates feature allows users to dispatch frequently-used messages quickly and in bulk. This feature is particularly useful for recruiters who need to send the same kind of updates to candidates as they progress through the stages of application for a job.





## Edge Recruitment

Being able to use an additional communication tool that is quick and widely used by our candidates. We get a really good response to SMS messages, especially in relation to temp assignment availability. Also from an administrative perspective, it is quick and easy to manage the back end accounting area of Burst.

Jane



## HR by the Hour

JobAdder + Burst SMS makes our life very easy. Your system is brilliant and when coupled with SMS capability takes it to a new level. I like the fact that I can buy another number off Burst SMS and allocate that to someone. That removes the need for additional sim cards and phones.

**Steve**



The logo for Burst SMS, featuring the word "Burst" in a dark teal sans-serif font, followed by "SMS" in white inside a teal speech bubble shape.

Contact us to learn more about our  
JobAdder integration.

[helpdesk@burstsms.com](mailto:helpdesk@burstsms.com)  
[go.burstsms.com](https://go.burstsms.com)

Free Trial Available