

Roi.ai

Job Adder

Digitally enabling

recruiters to win the war for talent



← Capterra ★★★★★

TALENT X
Pitch Fest Winner

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Overview

Roi-AI is an automation and multi-channel marketing communication tool that enables recruitment agencies to generate more revenue from JobAdder.

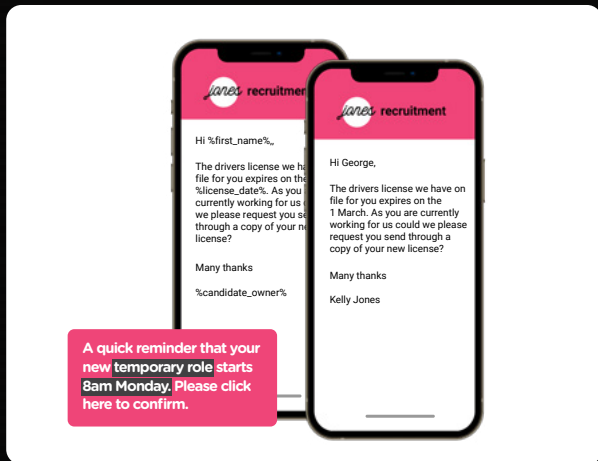
Working at scale, Roi-AI automatically maintains database integrity, ensures information is kept current and provides live candidate/client activity insights, making it faster, easier and more cost-efficient to find candidates, shortlist and fill roles from within your database.

It does this by pairing trigger-based automations, which fire based on specific database data, data changes or candidate/client activity, with chatbots, surveys, text messages, WhatsApps and fully-branded email campaigns - all in one platform.

Exclusive to JobAdder

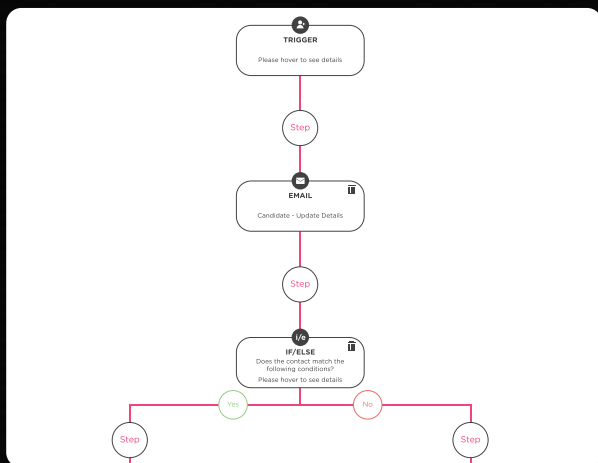
Add to this one of the most in-depth integrations database integrations that allows candidate and client data to flow seamlessly between both platforms, one click data sync, a Chrome extension for instant activity alerts and an extensive library of pre-built templates, and your opportunity to take advantage of automation is limitless.

The Platform



Multi-Channel Communication

How and when you reach a prospect is just as important as what you're saying to them. Roi-AI enables you to utilise SMS, email and WhatsApp, paired with the latest scheduling and nurture technology, to ensure your message is seen.



Automation

Roi-AI removes manual processes from your business.

Use triggers to interrogate your data and then bring both candidates and clients into automation workflows based on your specific requirements.



User Activity Tracking

Know when a client visits your website, a top candidate becomes active or even when someone you placed visits your job board. Plus, give a score to each unique activity to bring your database to life.

Pre-Built Automation Templates

Aside from in-depth integrations with your existing recruitment database, what really sets Roi-AI apart is our commitment to making automation accessible and simple.

For this reason, Roi-AI comes with over 30 ready-to-use automation, email and chat templates that are built to address one or more of the following functions of your recruitment business.



Data Hygiene

Have candidates automatically update their details directly to your database, auto-archive inactive candidates and capture missing phone/email details.



Job Workflow

Acknowledge a job application has been received, send back pre-qualification questions or ensure that every non-suitable application receives a rejection.



Sourcing

Get ahead of talent shortages by automating candidate outreach and referral campaigns to people on your database or those coming from external sources such as LinkedIn.



Customer Care

Use automation to breathe more human interaction into your business by using Roi-AI to manage start-checks, aftercare and time-critical alerts.



Business Development

Promote candidate profiles with instant visibility on how your client engages with the content, and nurture new leads as they are added to the database.



Customer Feedback

Take the pulse of your business, with automation templates designed to capture feedback from your customers throughout their engagement with your agency.



Marketing

At it's core, Roi-AI can take over from platforms such as MailChimp and Active Campaign to send beautiful and impactful marketing emails to both candidate and client audiences.

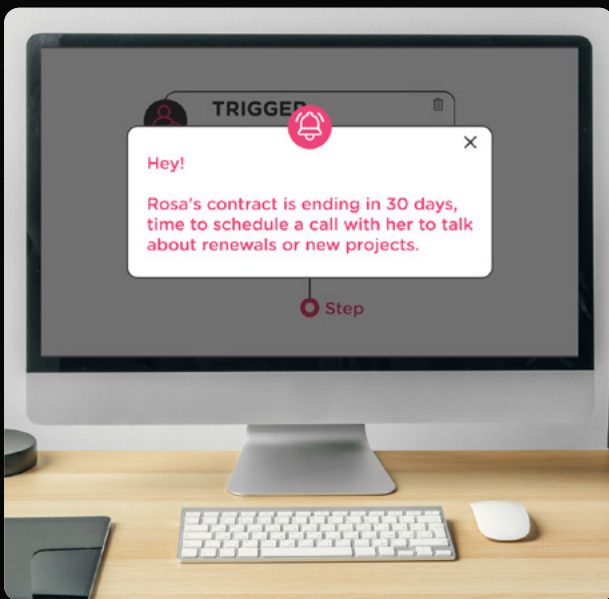
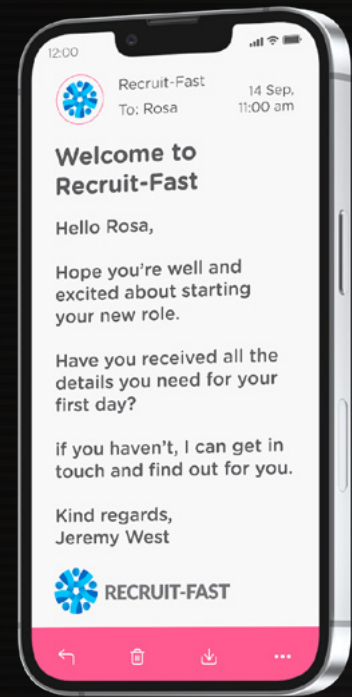


Automation Examples

Pre-Start

Good candidate care shouldn't come at the cost of your recruiters' valuable time.

An automated pre-start check-in ensures seamless, consistent communication for everyone that's placed, without the time-suck.



Contract End Date

I wonder where I'll work next?

If your contractors are thinking this out loud then you might already be behind the eight-ball.

Give your team the nudge they need (just before the contract end date) to stay ahead of the game with a nifty little automation like this one!

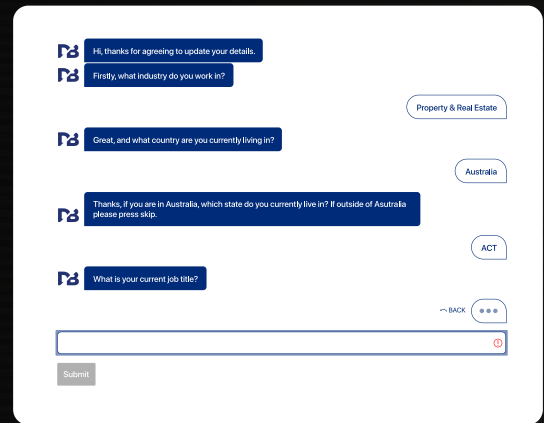
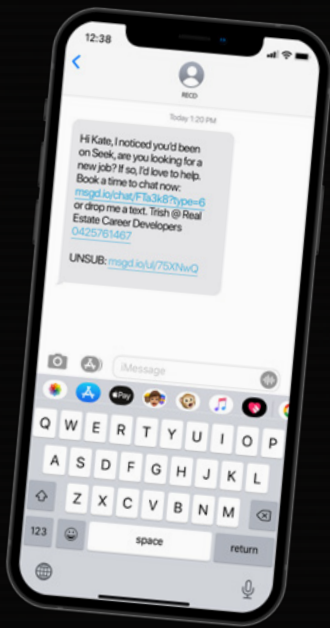
Since turning on an automation focused on updating our internal data, we've seen over 4,000 people update their profiles. Doing this without Roi-AI would have been impossible.

Karis McKenna,
Marketing Manager, Design & Build

Updating Candidate Details

A customer favourite that reduces spend on job boards and time spent searching social profiles.

Switch this automation on and sit back and relax as candidate profiles begin to update themselves!



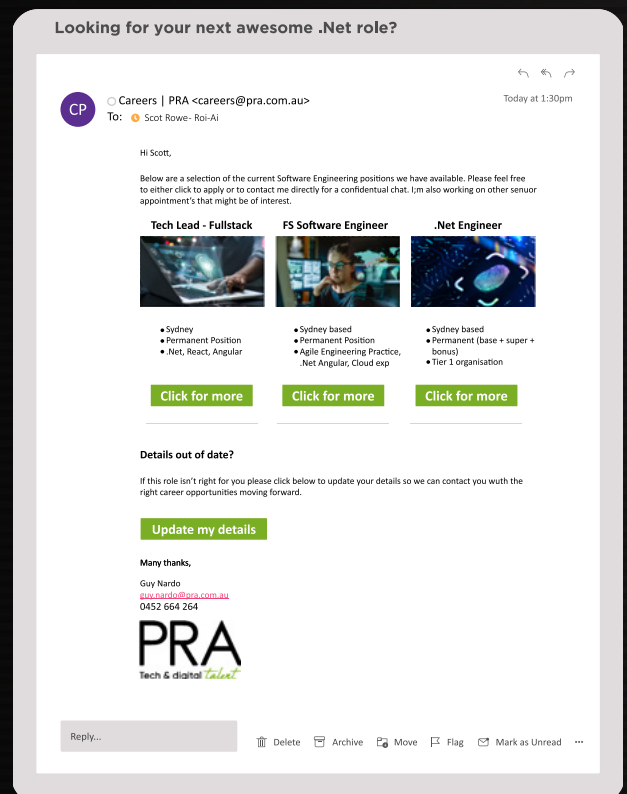
Message Follow Up

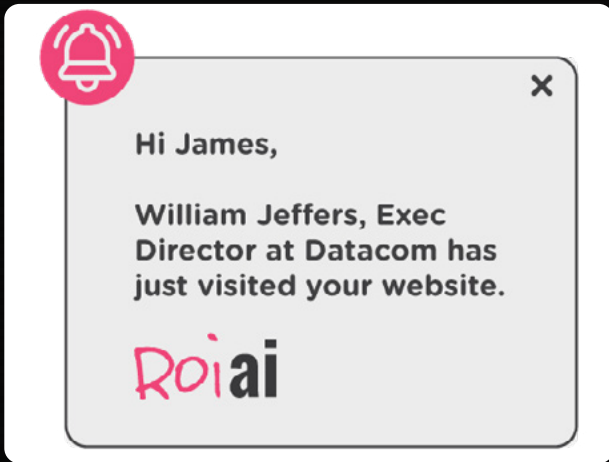
Increase your response rates. This simple automation is exactly what is needed in a talent-short market. Send a message or add a note to activate this automated, nurture-based, multi-channel outreach.

Marketing Jobs (or Candidates)

Make your jobs or best candidates stand out! Push one or more jobs/profiles out in a single email as part of a nurture campaign. Go a step further, and consider 'customer-specific' branded emails.

Better still, get full visibility on when your audience opens or engages with your emails.





Activity Alerts

Client visits the website? No problem.
Hot candidate clicks a job link? No problem.
Someone clicks to read your latest report? No problem.

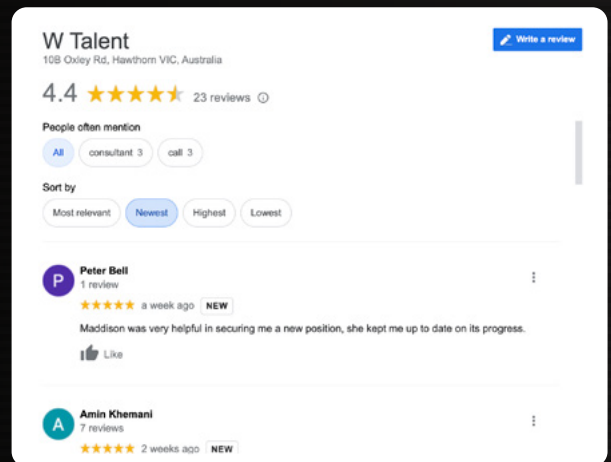
Get visibility on what your customers are doing, with simple, customisable activity alerts.

Google Reviews

Let your existing customers do the work for you!

One of the first places a potential candidate or client looks for your business is Google.

Counteract those unavoidable negative reviews, and better still, build a positive brand narrative with this easy to use automation that guarantees results.



Our engagement with marketing emails has gone up exponentially since we began utising Roi-AI nurture campaigns to promote candidate profiles to clients.

Adam Weraksa, Director, W Talent

Case Studies



W Talent

W Talent had struggled to remember to manually ask their placements to leave a review on Google. Using the Roi-AI Google Review automation, text messages were sent after each placement was confirmed with a direct link to Google.



Core Functionality



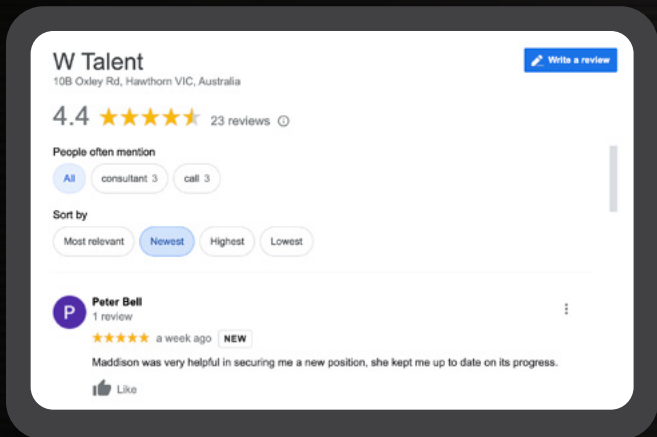
Automation
Google Review



Text
Google Review

Results

- 20 reviews in 3 months
- Average star rating up by 1.5



DB DESIGN & BUILD

Design & Build

Design & Build have built up a large candidate database. However, only around 5% of the total are coded, meaning the JobAdder record contains information in four core fields.

Using a version of the Roi-AI Update Record automation template, they automatically reached out to candidates asking them to update these key bits of data.

Results from the First Email Campaign

- 2,500 candidate with invalid emails changed to To Be Deleted
- 4,000+ newly coded candidates

Core Functionality



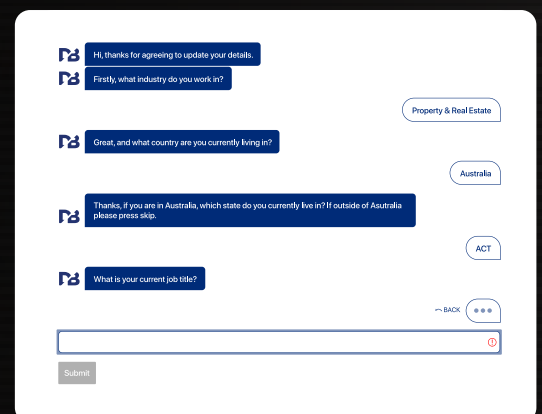
Automation
Update Details



Chatbot
Update Details



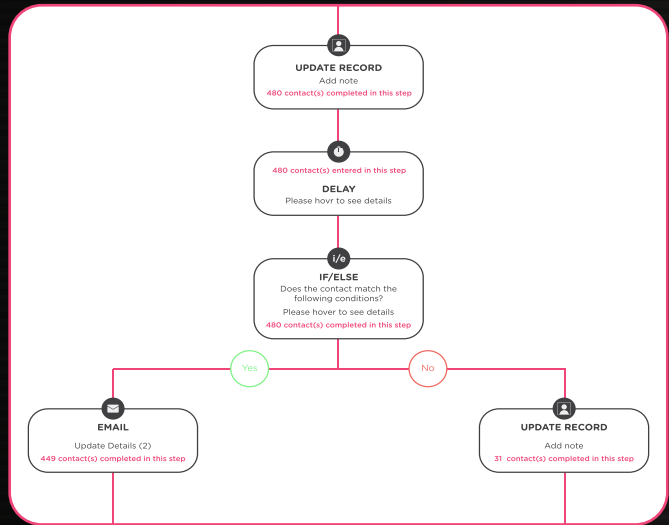
Email
Update Details & Reminder



Talent Nation

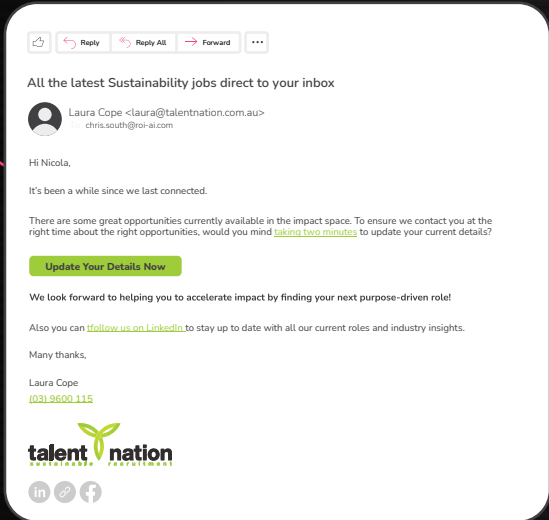
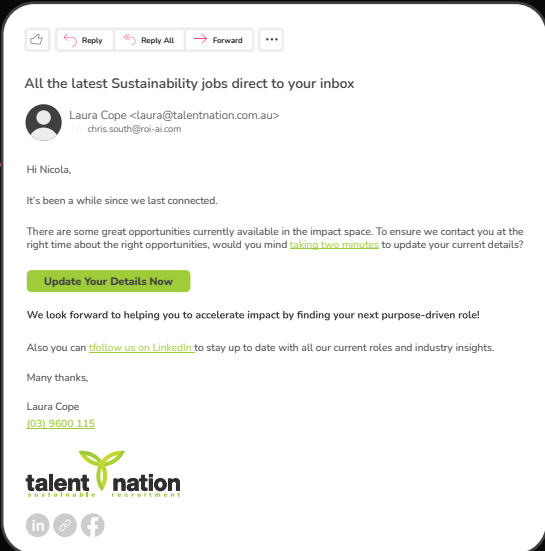
Talent Nation had a small group of senior level white-collar professionals whose details were out of date. They utilised the Roi-AI chatbot as part of a nurture sequence that sent multiple emails if the candidate did not engage with the first one.

9% of candidates contacted updated their details automatically to the database.




Email 1
480 people emailed
59% (273) clicked
29 updated their details


Email 2
426 people emailed
58% (249) clicked
15 updated their details




Core Functionality



Automation
Update Details



Email
Update Details & Update
Details Reminder



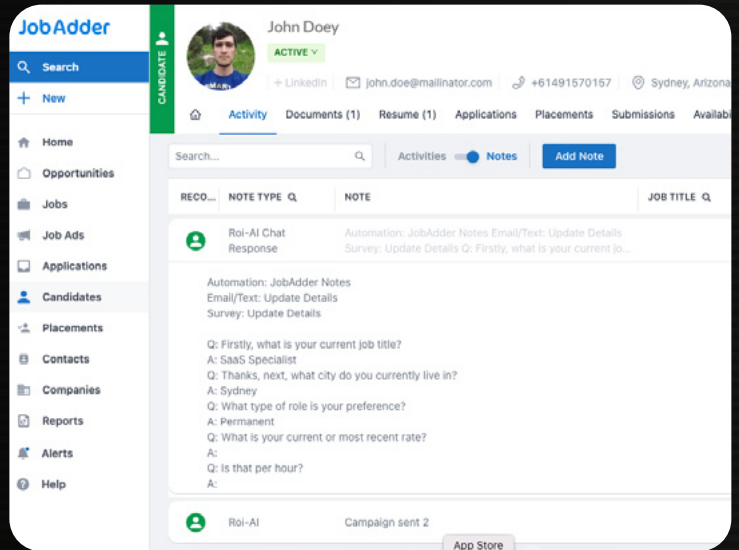
Chatbot
Update Details



alexander
appointments

Alexander Appointments

Alexander Appointments utilise role specific automations to target existing candidates, requesting they update their details. This information, that includes Job Title, Salary, Location and CV then goes directly back into the relevant JobAdder fields and the full chat transcript shows in the Candidate Notes section.



209 people updated their details

6 Interviews

4 Candidate placements

Email 1

18,161 people emailed

1,379 bounced or invalid

2,895 opened

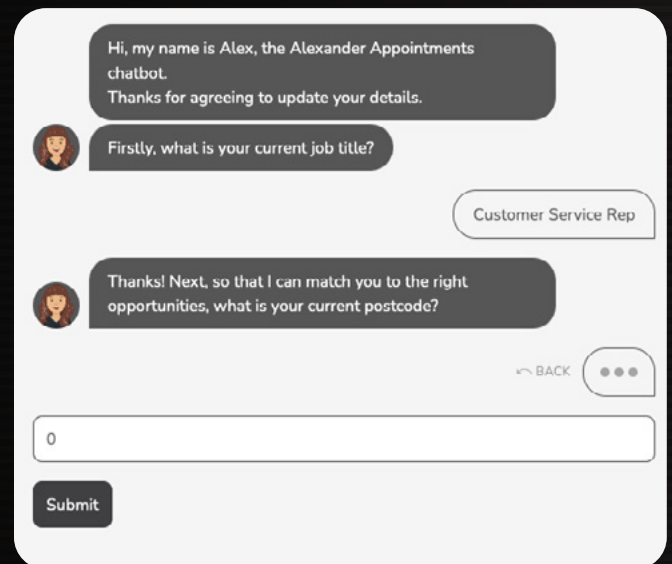
133 completed chat/survey

Email 2

18,415 people emailed

2,334 opened

76 completed chat/survey



Core Functionality



Automation
Update Details



Chatbot
Update Details



Email
Update Details & Update
Details Reminder

You're in Great Company



Ready to start your automation journey?



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