



MATT BURTON ASSOCIATES

Case Study

Textlocal & Matt Burton Associates



www.textlocal.com

Key challenge solved:

Attract new candidates and streamline existing recruitment processes.



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Matt Burton Associates

Challenge

Matt Burton Associates required a simple and resourceful communication method to attract new candidates and help streamline their recruitment process.

'Text messaging has proven to be a simple and efficient mobile communication tool!'

Matt Burton

Overview

One of the fastest growing recruitment agencies in the industry, Matt Burton Associates excel in the field of flexible recruitment process outsourcing solutions and talent management.

Solution

- **Key word texting**
Matt Burton are now able to increase their communications with prospective candidates through promoting keyword texting via radio advertisements. Matt Burton promote a specific keyword so that their candidates can interact with them via a short code quickly and simply. This has proven to be a simple and efficient mobile communication tool.
- **Refer a friend scheme**
As an official recruiter for a major Financial Services organisation, Matt Burton Associates offer an employee incentive to existing employees who refer a friend to Matt Burton. This is achieved by simply texting the referrers' names and contact number of their friend to a short code.
- **Reporting**
This FREE of charge feature is useful when meeting new clients to evidence close and consistent contact with candidates. All SMS activity is now monitored.

Result

- Increased candidate numbers meaning only the best people are put forward for all jobs
- Improved customer experience increasing client confidence in ongoing communications
- Increased communication via keyword texting has reduced costs of other communication methods



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Malvern: Malvern Hills Science Park, Geraldine Road, Malvern, WR14 3SZ



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Do you work in Recruitment?

SMS job alerts

Let candidates know when new positions matching their requirements open up and include details of how to apply

Interview confirmations

Send a text confirming the time, date and location of interviews, including links to attachments of maps and interview tips

Gather candidate data

Collect the important information from potential new candidates wherever they are, with mobile optimised data capture forms

Shift reminders

Send shift reminders to casual and temporary staff to ensure they're always where your clients need them to be

We work with over 100,000 UK businesses in your industry

[Find out more](#)



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