



-- PLAYBOOK --
On-Assignment Journey



GOAL



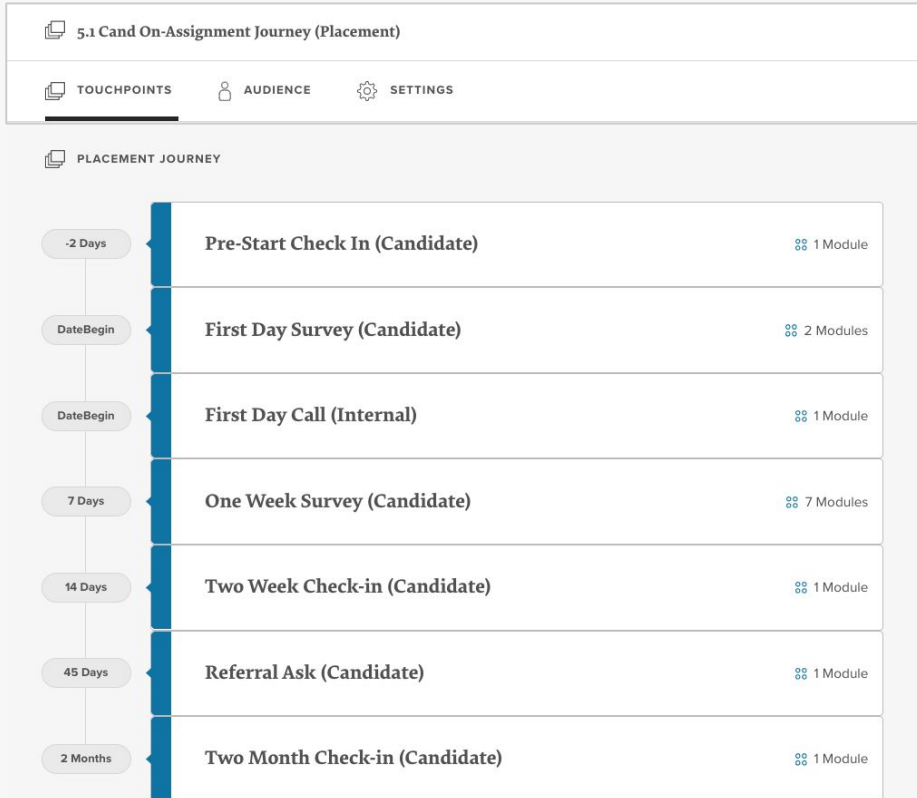
Hiring

- Submission
- Interview
- Pre-Assignment
- On Assignment
- NPS

Goals

- Increase new hire retention
- Improve Candidate NPS
- Gather strategic data on satisfaction, dynamically identify issues, and alert agency team
- Improve candidate communications

EXAMPLE



Breakdown:

- Consistent communication experience for all placed candidates.
- Automated SMS and/or email touchpoints
- Typically sent from a recruiter to the candidate at a pre-set cadence over the course of an assignment.

Best Practice:

- Use surveys to capture feedback and alert recruiters to issues

TYPICAL SETUP REQUIREMENTS

Who will campaigns be sent to/from?

- Sent to:
 - 1st: Candidates
 - 2nd: Clients
 - 3rd: Internal Team
- Sent From: Relationship owner (typically a recruiter or consultant care team)

What information needs to be included?

- Basic job details (start date, where to go, etc)
- Client info
- Recruiter info
- Survey questions

When should the messages be sent?

- Relative to the start date or end date of the assignment
 - On start date
 - 7 days in
 - 30, 60, 90 days, etc.

How do we identify the right audience?

- All currently placed candidates
- Typical rules:
 - Placement Status = Active
 - Start Date is in the past
 - End Date is in the future

[Support Center article for tactical details](#)

MEASURES OF SUCCESS

Sense Analytics

- NPS Scores
- Survey Response Rates
- Deliverability metrics

Agency Impact

- Increase new hire retention within the first 90 days
- Time saved for recruiting team
- Client Satisfaction/NPS

*Dependent on Agency Priorities / KPIs

5.1 Cand On-Assignment Journey

Last 90 days

Recipient

Marketing

More Filters

[restore saved filters](#)

[save these filters](#)

48

Sent

48

Delivered

100.0%

34

Opened

70.8%

8

Clicked

16.7%

8

Responded

27.6%

0

Unsubscribed

0.0%

0

Bounced

0.0%

0

Spam

0.0%

ADDITIONAL TACTICS

Additional Value Strategies:

- **Referrals**
 - Include a referral touchpoint to easily source new quality candidates
- **Reviews**
 - Ask satisfied candidates for online reviews on Indeed/Glassdoor
- **Sales**
 - Use trends from survey results to enable your sales team (eg. 90% of our candidates would recommend us to a friend or colleague)
- **Ongoing Communication**
 - Recurring touchpoints to ensure contact maintained with candidate

Related Playbooks

- **Redeployment**
 - Encouraging Redeployment before and immediately after end of Assignment
 - [Redeployment Use-Case Playbook](#)
- **Pre-Assignment**
 - Automated Touchpoints to engage candidates prior to Assignment
 - [Pre-Assignment Use-Case Playbook](#)

Things to look out for

- If the Candidate Status is included in the Audience Rules, but the End Date is not, the Journey runs the risk of including Placement records that have already completed.



Thanks!

