



# DOUBLE THE DIALOGUE, DOUBLE THE TALENT

Revolutionize Recruitment with BTP's Bi-Directional API for SuccessFactors Recruitment Management 2Way Messaging

## Enhancing the Recruitment Experience

Engage candidates with timely prompts until the offer.

Receive quick responses; 1 in 3 check texts within a minute.

Use a multichannel approach to direct candidates to key emails..

Cut down on interview no-shows with scheduling reminders.

Keep clients effortlessly updated throughout the process.

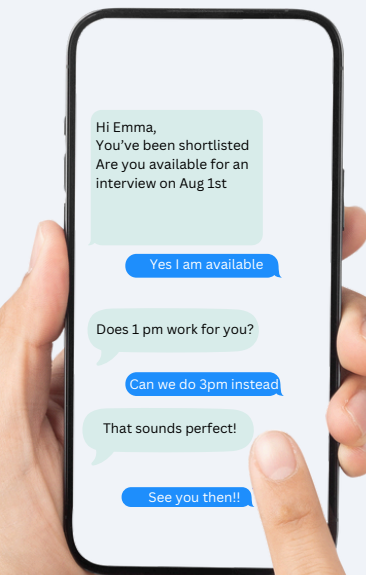
## 2- way Messaging



**Meet Emma**  
Candidate



**Meet Ana**  
Recruiter



## Business Impact

Centralize and streamline all text message interactions within your organization.

Increase efficiency with quick responses, minimizing time spent chasing candidates.

Operationally efficient, quick onboarding & early realisation of value resulting in savings

Boost job closure rates by accelerating the application process.