

Ochre Recruitment Quickly Filled Critical Medical Positions Using SMS-Magic

SMS-Magic helped Ochre Recruitment fill vital positions in Australia and New Zealand (ANZ) hospitals during the COVID-19 pandemic.

2,000+

Messages sent in
6 months

*"SMS-Magic has been just a game-changer
for the team & they absolutely love it."*

Marina Tcholakova | Business Systems Coordinator | Ochre Recruitment

19%

Response rate with
SMS messaging



Ochre Recruitment Reached the Right Candidates Quickly with SMS-Magic

Ochre Recruitment was urgently looking for a way to fill critical medical positions across Australia and New Zealand (ANZ) during the pandemic. Job openings shifted rapidly as illness forced physicians to call in sick. Ochre's medical recruitment specialists used their CRM to target doctors in the specialties and locations needed. Using SMS-Magic, Ochre's recruiters could engage in multiple, relevant, one-on-one conversations that led to swift and precise placement of doctors. Quick placement gave Ochre a competitive advantage.

The COVID-19 pandemic created unusual requirements for physician placement, including restrictions on who could cross the border

The Ochre Recruitment team faced a brand new set of challenges during the COVID-19 pandemic. The rules governing borders changed frequently, making it important to know where physicians were located. Because they were working in hospitals, physicians could quickly become infected with the virus and be unable to work. These obstacles required Ochre to be flexible and use new methods to find doctors in needed specialties who were able to report to work without having to cross the border. Ochre used its CRM to identify available physicians in acceptable locations in time to fill open positions. After the CRM filtered for specialties and locations, recruiters used the SMS-Magic messaging platform to send inquiries to available physicians.

Messaging allowed Ochre to accelerate the recruitment cycle

Ochre's ability to decrease turnaround times helped them to fill vacant positions in ANZ hospitals. After filtering their database for physician specialties and locations, Ochre sent bulk messages to potential candidates and followed up with in-person conversations. Messaging allowed the physicians to respond directly to Ochre's queries, reducing the time recruiters would normally spend sending emails or leaving voicemail messages. The messages described the available job, introduced Ochre and provided a direct connection with the recruiter. As physicians responded, recruiters were able to handle several conversations at a time, also speeding up delivery.

- Recruiters easily switched among multiple conversations
- 2,750 messages sent in 6 months
- Used mobile devices to operate through their CRM

Automated Conversation

Hi, Bri Thank you for joining the Ochre team.

Please reply with your location.

1 Australia, 2 New Zealand

2

Last-minute cancellations required locating new candidates within 48 hours

As patient loads soared and medical personnel succumbed to the virus, maintaining staff levels was a constant challenge. The integration of SMS-Magic and Salesforce allowed Ochre recruiters to work faster than normal in often urgent situations. When a hospital sent out an SOS to recruit a replacement within 48 hours, the Ochre team used Salesforce to get a specific list of candidates within the client's location. SMS-Magic provided the capability to send bulk SMS messages to these candidates introducing Ochre and advertising the job. Later messages asked about interest levels and references. The ability to recruit within 48 hours kept many hospitals staffed and treating virus victims.



Agents had tools to gauge responses and easily remove disinterested candidates

SMS-Magic helped streamline the vetting process. Agents could analyze responses, which allowed them to focus on continuing with qualified candidates. This ability saved the Ochre team the time they might have wasted emailing and calling candidates. When a physician indicated no interest in recruitment, removing their names from the SMS lists was easy. No extra training was required.

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2,750

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Used mobile devices to operate through their CRM



Ochre Recruitment wanted high responses for their “Crazy Socks 4 Docs” marketing campaign

In June, “Crazy Socks 4 Docs,” a charity dedicated to breaking down the stigma surrounding mental health issues in the medical profession, hosted its annual event. As part of its participation, Ochre sent branded socks to medical practitioners all over the country. Ochre then used the SMS-Magic platform to send messages asking medical professionals to share photos of their Ochre socks on social media. Doctors all over the two countries responded by posting engaging photos of their socks. Ochre’s innovative brand campaign generated awareness and goodwill and built enduring relationships within the medical community.

We hope you enjoyed the crazy socks from Ochre.

Please post pics with your staff on your social media.

Tag us at @ochrerecruitment.

2,000+

Messages sent in 6 months

19%

Response rate with SMS messaging

100+

Medical professionals reached quickly

About SMS-Magic

SMS-Magic powers conversational messaging for businesses around the world. We help sales, marketing and service teams win the trust of their consumers by building enduring relationships and a differentiated brand experience. For more than a decade, we have been a trusted messaging leader working with customers across many industries, including healthcare, service centers, real estate, higher education, staffing, wellness, non-profit, and more. Our customers range from small and mid-size businesses to large, global enterprises. SMS-Magic’s commitment to our customers is this: We will deliver the most advanced, simple-to-use messaging platform available, so you can focus on the personal touch that sets you apart from your competition.



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