

# Facing Ineffective Recruiting, VisionThree Goes All In on Live Chat + Creates a New Reality for High Tech Hires



V I S I O N T H R E E

## When Hiring to Grow is a Pain

VisionThree, an Indianapolis-based technology company, is in growth mode. With the world accelerating to the metaverse, demand for its touch interactive, virtual reality (VR), and augmented reality (AR) solutions for business, education, healthcare, and philanthropy is surging. Some of the most prestigious brands in the world are looking to VisionThree for Web3 experiences that will engage and keep customers, fans, and donors coming back for more. And that's exactly what VisionThree wants from its talent recruiting process: an experience like no other.

Says CEO Trent Decatur, "We're a small company competing with Apple, Google, Meta, Microsoft, and in Indiana, Salesforce, for talent—definitely a David and Goliath kind of deal. But we offer something the big companies don't: the opportunity to immerse themselves in the most exciting area of tech with one of the most experienced VR/AR teams in the world. Now that's a value proposition. The question is, how can we get first pick of the best talent as we scale our company? Traditional solutions like headhunters don't work. They are too costly, address a limited part of the recruiting process and are only focused on the open position. There is no long view, which is what VisionThree needs."

- Based in Indianapolis, Indiana
- Provider of interactive touch + virtual reality solutions
- Global clientele of Fortune 500 companies
- Facing significant growth + talent acquisition needs
- Intense competition for programmers from Apple, Google, Salesforce



## Differentiate Brand with Conversational Text-based Personal Engagement in Seconds

- Highly targeted job board ads
- Link to live chat on all recruitment ads
- Link to online apply
- Human-to-human engagement in seconds after applying.



As a small, growth-oriented tech company, we don't have an HR department to manage recruiting. Looking to scale our team quickly, we needed a smarter way to find, engage and hire talent. Headhunters no longer cut it.

Their costly, one-and-done approach to recruiting left us with the heavy lifting of hiring. We didn't have time for that; we have a business to run.



- Trent Decatur, CEO

## Hire Tech with Tech. Makes Sense Right?

When you're positioned at the leading edge of tech, the talent pool is pretty small. Hiring is difficult. Talent gets snatched up in a heartbeat. Decatur knew VisionThree needed a more strategic approach to recruiting and hiring that was more deliberate and aligned with candidates' needs and behaviors. He also wanted the time-consuming tasks of screening and managing candidates off the leadership team's plate. "We've got a business to grow," he says. "We're not an HR department."

Decatur learned of PivotCX, an HR tech company and their partner Field of Talent, who use live SMS text to transform both the recruiting and candidate experience, promising human engagement with jobseekers within seconds of applying. "That sounded intriguing," admits Decatur. "After meeting with PivotCX CEO Howard Bates, I also learned they engage seven in ten candidates within four minutes of applying, which is amazing on its own merits. They would reduce our time commitment by 80 percent. Financially, PivotCX was attractive because instead of a 20-30 percent commission on each candidate hired, they charge a low-cost monthly retainer."

PivotCX is able to do this with flex solutions that include job board and social media ad strategies; strategic placement of live chat links on websites, ads and social media platforms; the live chats themselves that include carefully crafted scripts designed to engage, screen for qualified candidates, continue conversations, and knockout those who are not the right fit for a position. PivotCX presents top candidates to clients for final review and hiring. Data from all candidate interactions is captured for clients to gain insight into candidates, support follow-on conversations, and track and measure effectiveness of recruiting efforts. Field of Talent manages scheduling discussions with hiring managers and handles all job offers and subsequent negotiations.

Decatur shared the information PivotCX with VisionThree co-founders Jeff Hople and Eric Davis, both infinitely familiar with the hiring challenges. "Before the COVID pandemic, we were a traditional company with everyone living in Indianapolis and working in the office. We're now a tech-enabled distributed company thanks to Zoom, which has opened up a whole new pool of potential candidates. While I was skeptical of PivotCX, hiring tech talent with tech was novel and we were willing to give them a shot."

It's very typical for candidates to apply online and be ghosted. Because PivotCX is built to engage candidates with live text within seconds of applying, PivotCX ensures you're in front of the best talent when they're actively looking and ahead of the competition.

- Trent Decatur, CEO

Finding exceptional tech talent is like finding a home in a hot real estate market. Blink and they're gone. So you have to be there, ready to pull the trigger, when someone's looking for a job. PivotCX's approach was different than anything I'd seen. It sounded interesting—using live sms-based texting to connect with candidates— but I was skeptical. I didn't know how it would go but was willing to give them a shot.

- Jeff Hople, Co-Owner



# Creating an Immediate Competitive Advantage

Jobseekers, regardless of the industry, can wait weeks for a response to an online job application. Ghosting by recruiters is frustrating, stressful, and often leads to people jumping on the first offer. PivotCX understands that, and empowers clients to pick first on talent, its solution sends a text message to jobseekers within seconds of receiving online applications. Once the candidate responds to the text—71 percent respond within four minutes, some in seconds—PivotCX activates a live human-to-human chat conversation with the candidate.

**It's an approach that stops applicants in their digital tracks. You're talking to me? This fast?**

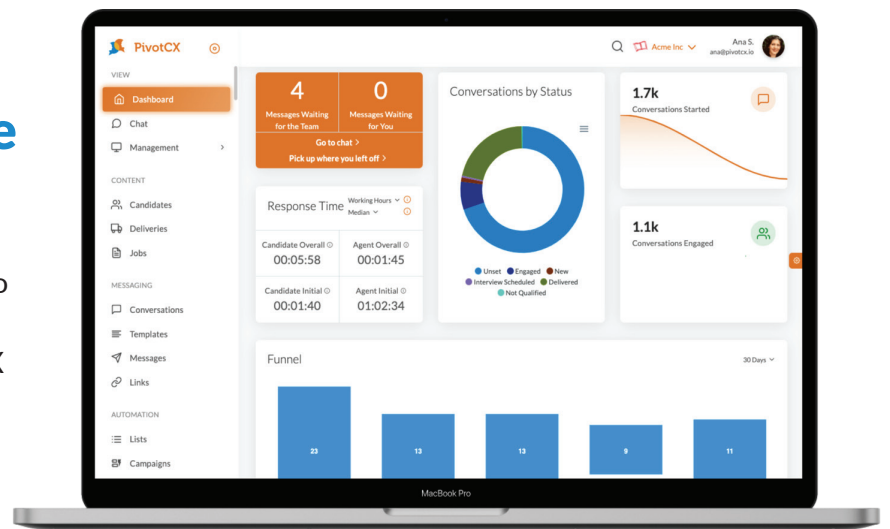
While the novelty hooks people, the personalized, pre-scripted conversation further engages and informs them about the company and opportunity they're applying with. The PivotCX chat team can also send links to videos, websites and documents in real-time; whatever the client wants to support the candidate conversation. Imagine yourself as the jobseeker enjoying this level of attention and responsiveness. It is literally mind-blowing and clearly a competitive advantage. And it definitely makes companies like VisionThree exponentially more attractive to candidates.

## And Just Like that, Human Contact Is Made

VisionThree implemented its pilot with PivotCX and their partner Field of Talent in January 2022 with the goal of recruiting two programmers. According to Hopler, everything went according to plan. "PivotCX reached out through the job boards using their technology, received inquiries, responded, and did initial onboarding all via text. Everything was done in ways programmer candidates had never experienced before. The communications with candidates were spot on."

Once the candidate field was narrowed down, PivotCX and Field of Talent coordinated next steps with candidates through text. Then it was up to VisionThree. "We did Zoom meetings to vet the people we were considering and sent final recommendations to leadership. Pivot CX made it easy because they did the heavy lifting," Hopler says.

Ultimately, two out-of-state programmers were hired and now work remotely. "Without PivotCX, we would not have found these candidates," he adds.



PivotCX Real-time Dashboard

PivotCX is a differentiator in the talent market. The live, professional response to candidates represents us well as a brand and reflects our culture and values. It's also a competitive advantage over the tech giants. Everything we do as a company depends on recruiting and that first experience of potential team members. With PivotCX, we're developing relationships that lead to immediate or future hires. It's absolutely critical as we scale our company.



— Trent Decatur, CEO

# Results Are in and Let's Just Say Everyone's Happy

VisionThree hoped that by using PivotCX and Field of Talent they would cut their hiring time from 4-8 weeks using a headhunter in half. The end result was even better. The company had 171 applicants which PivotCX pre-screened to 17 qualified candidates. VisionThree conducted final interviews before extending offers to two individuals. The entire recruiting and hiring process took just 1-2 weeks. With no headhunter commissions to pay, recruiting costs were a fraction of previous spends.

As VisionThree looks ahead to rapidly scaling their company and potentially adding 50 new people in 2022, Decatur says PivotCX and Field of Talent will be a critical part of the effort. "The pilot convinced everyone this is the way to go."



Candidate  
Mobile  
Experience



PivotCX really grabs people. People aren't expecting a live text conversation. I'm really impressed by how smooth the process is. The pilot convinced us this is the way to go.



- Jeff Hopley, Co-Owner

## Candidates Love PivotCX



The overall interview process from start to finish was delightful and straight forward. The initial interaction via PivotCX was within hours of my application, which is something I have never experienced before. Typically, it takes days, weeks, or even longer to hear back from a company for an interview. But with PivotCX I was able to get the process kicked off very quickly. The remaining steps of the interview process were easy going and pleasant when it came to material covered as well as overall interviewer-to-interviewee interaction.



- Sean B.



The Field of Talent team was great to work with. From the very first interview I felt comfortable and at ease. They were very responsive in answering my questions and facilitating interactions with VisionThree on the PivotCX platform. They followed up with me over the past few months to see how I was doing. Field Of Talent is at the top of the list of organizations I worked with during my recent job search. The interaction with PivotCX and Field of Talent was seamless and was an important element of my decision to join VisionThree.



- Eric M.

- Save Time
- Accelerate Candidate Flow
- Increase ROI on Job Ads
- Improve Candidate Experience
- Reduce Recruiting Costs
- Get More Hires!



PivotCX.io

Visit [www.pivotcx.io/demo](http://www.pivotcx.io/demo) to experience how PivotCX can accelerate your candidate flow.