

AVIONTÉ
CONNECT

Mobile Talent Engagement

UNVEILING BEST PRACTICES FOR MOBILE APP
UTILIZATION

Meet the Team



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Agenda

1

The Mobile Experience for Talent

2

Attracting Talent to Your App

3

Keeping Talent Engaged on Your App

4

The Importance of Data in Driving Adoption

5

Q&A



**How is YOUR life
impacted by mobile apps?**



The Importance of the Mobile App Experience

1

Widespread Usage

2

User Expectations / Accessibility and Convenience

3

Competitive Advantage

4

Increased Engagement

5

Revenue Opportunities



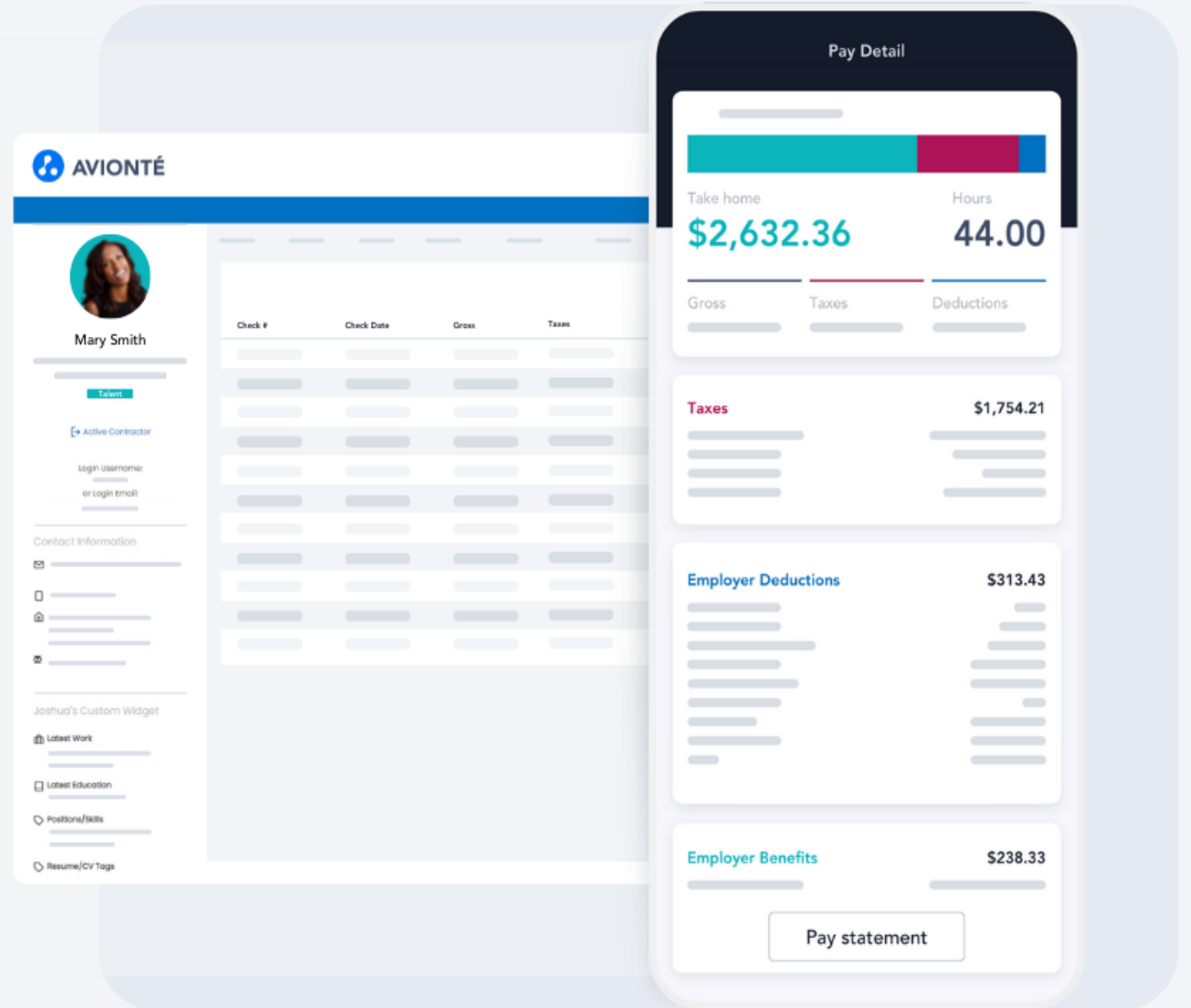
The Avionté Experience





Key Features

- User-friendly interface
- Real-time job notifications and application tracking
- Easy access to timesheets and payroll information
- Communication tools for instant messaging & updates
- Integration with our comprehensive talent management system



Attracting Talent to the App

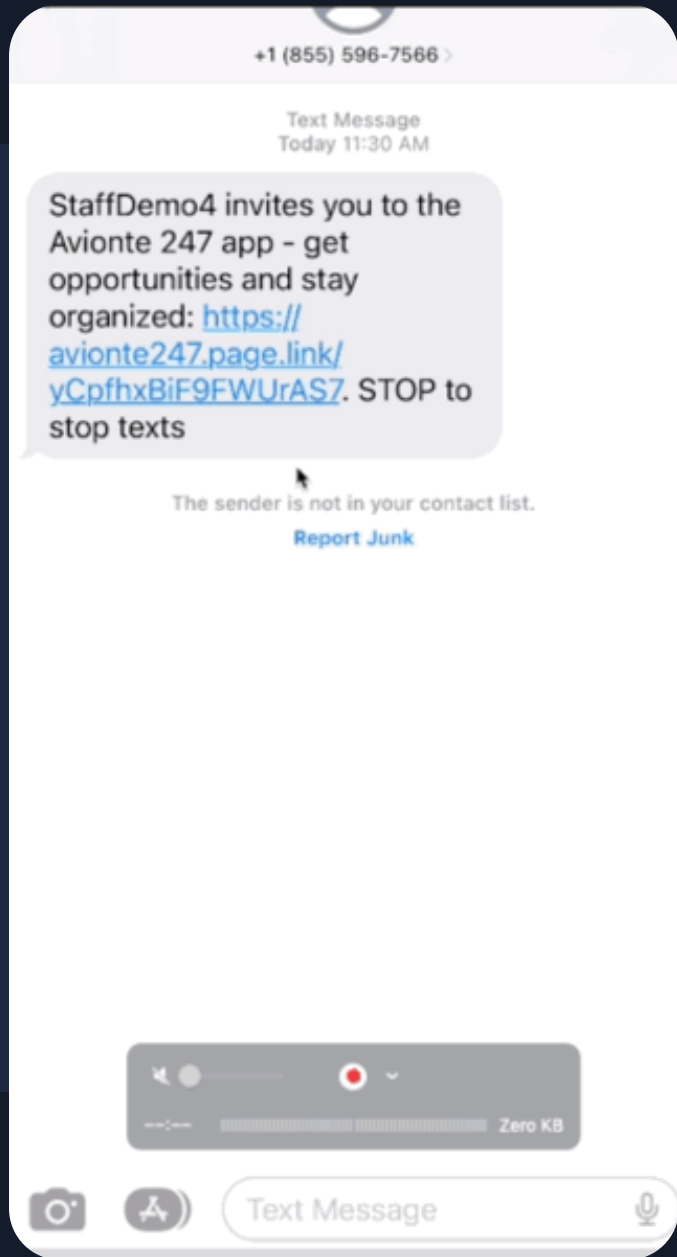
Reinforce Value: "A success-driven recruitment ecosystem for all"

Mobile-First Benefits For Talent

- Convenience
- Job opportunities directly in the hands of talent
- "One-stop-shop" to manage work schedules and find key resources

Mobile-First Benefits for Recruiters

- Focus on building relationships
- Reduce time spent on mundane activities
- Make faster, more informed hiring decisions
- Increases responsiveness from the talent



SmartLink Invites (Text + Email)

- Existing Talent are automatically invited based on being in an Approved Talent Status in BOLD and can be manually re-invited directly from BOLD
- Seamless login process for Talent, with no need for a username or password

Driving Talent Adoption: Campaign-Based Approach

- Use the guidance in the *Avionté 24/7 WORK Communications Kit* to effectively communicate the benefits and necessary steps to Talent
- Adoption is key to success, so consider how you can meet Talent where they are (such as social media) to make adoption a simple and pleasant process

ACTION #1:

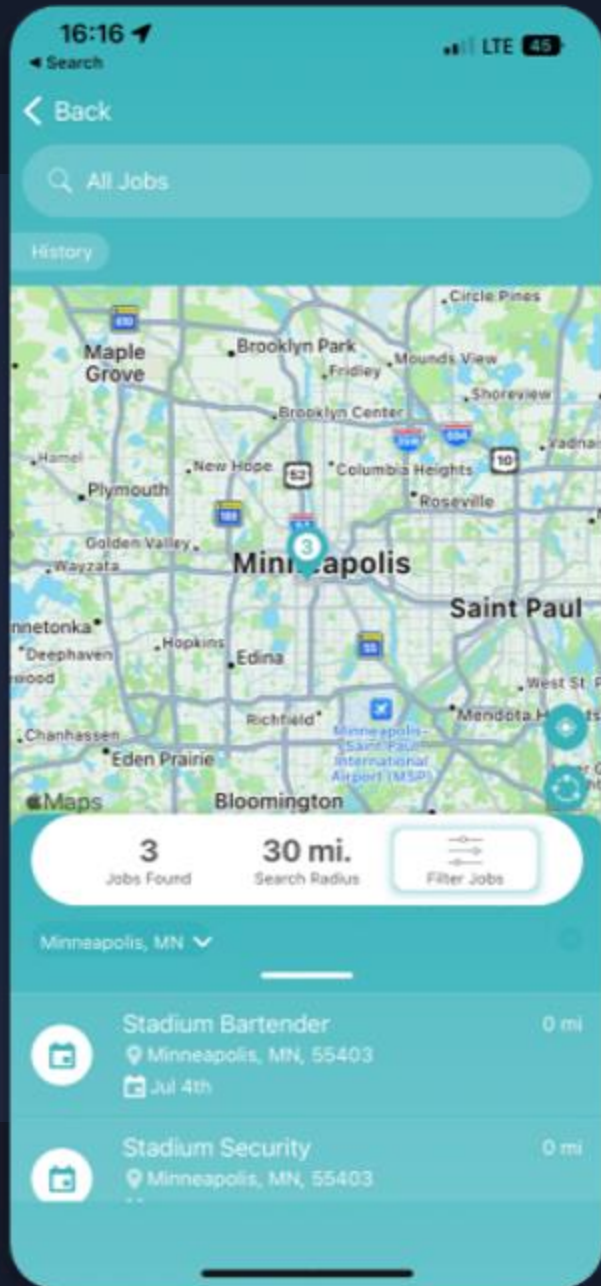
Update your existing materials to inform Talent of the benefits the app brings to them

ACTION #2:

Prepare messaging to send to Talent, letting them know to expect a SmartLink, then coordinate a time with Avionté support or your Account Manager to re-invite Talent en masse.

ACTION #3:

For ***Custom Agency Branded*** apps, consider how you will market your new app, such as flyers, QR codes and social media



Marketing with Mobile Job Board

- Talent can create their account when they find a job that interests them on the Mobile Job Board
- Use existing marketing channels such as website, social media and flyers to market your app to new talent
- Use QR codes to make finding your app easy

Develop Your Talent Facing Resource Strategy

Asset	Suggested Updates
Website	Update to include app information, create a landing page, or QR code for your app
Recruiting Collateral	Update recruiting materials with app information and usage instructions
Email Signatures	Add a call-to-action and download link for the app in email signatures
Job Boards/Career Pages	Update job board profiles and career pages with app details
Social Media	Create posts and updates promoting the app and its features



Avionté 24/7 WORK
**COMMUNICATIONS
KIT**



Get Familiar with the “Communications Kit”

- We’ve built a playbook with templates and best practice recommendations to make your marketing and communication strategy plug & play.
- Access it in the Knowledge Base titled “Avionté 24/7 WORK Communications Kit” found here.

Keeping Talent Engaged on the App

Recruiters are key to Avionté 24/7 success!

- Keep Talent engaged in the app by ensuring a consistent *volume* and *variety* of jobs are being sent to the app
- Consider ways to ease the transition for recruiters by making their workflow more familiar and less intimidating
- Simplifying new tools and processes can aid in adoption

Talent Engagement: Questions to Ask

“Are we notifying enough Talent?”

Dynamic Distribution will help to cast a wide net when posting jobs. Consider focusing on the most important skill, rather than including every skill. Speak with your Avionté contact for more information on AND vs OR logic in 24/7 Work.

“Do Talent trust this system?”

Ensure Talent are moving through the pipeline/Talent Stages in a reasonable timeline. Check the **Current Stage** column in the **24/7 Placements** report to identify potential areas of concern

Low Talent Engagement: Recommendations

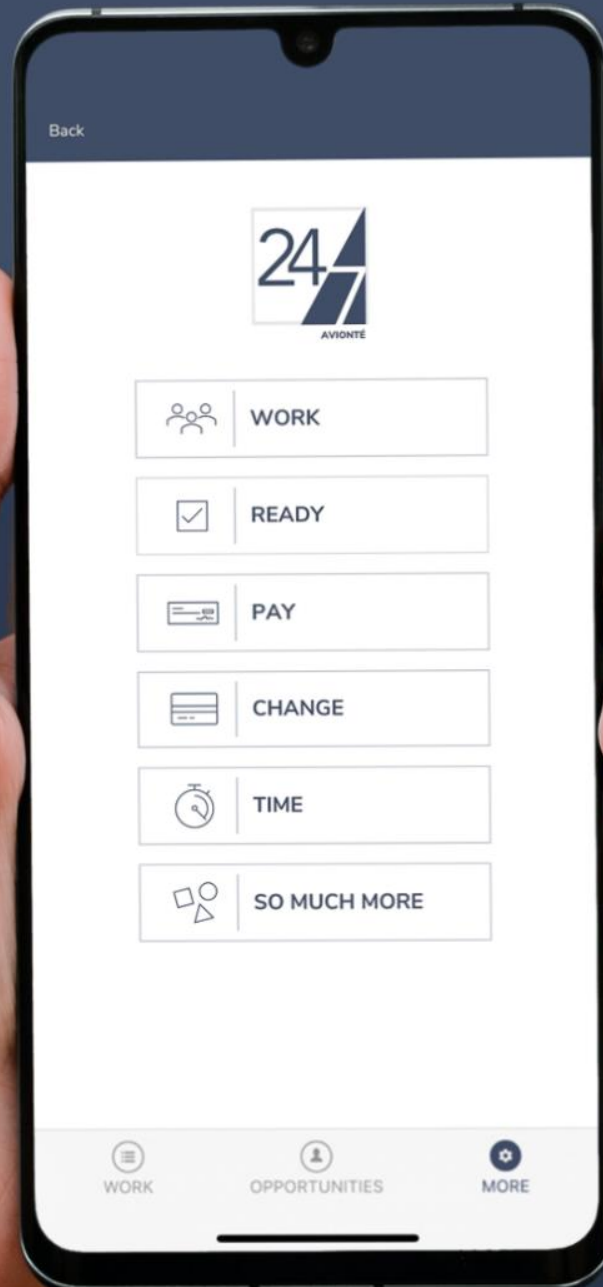
"Are we notifying talent enough/too often"

Avionté 24/7 App and ONBOARDING notify talent at critical touchpoints. By default, however, 24/7 WORK notifies talent every time they qualify for a job you sync.

Did you know there are notification limits that our team can assist you with to limit the number of notifications talent receive about new jobs while still keeping critical reminders/updates?

Evaluate Custom Messaging Templates (Admin Users)

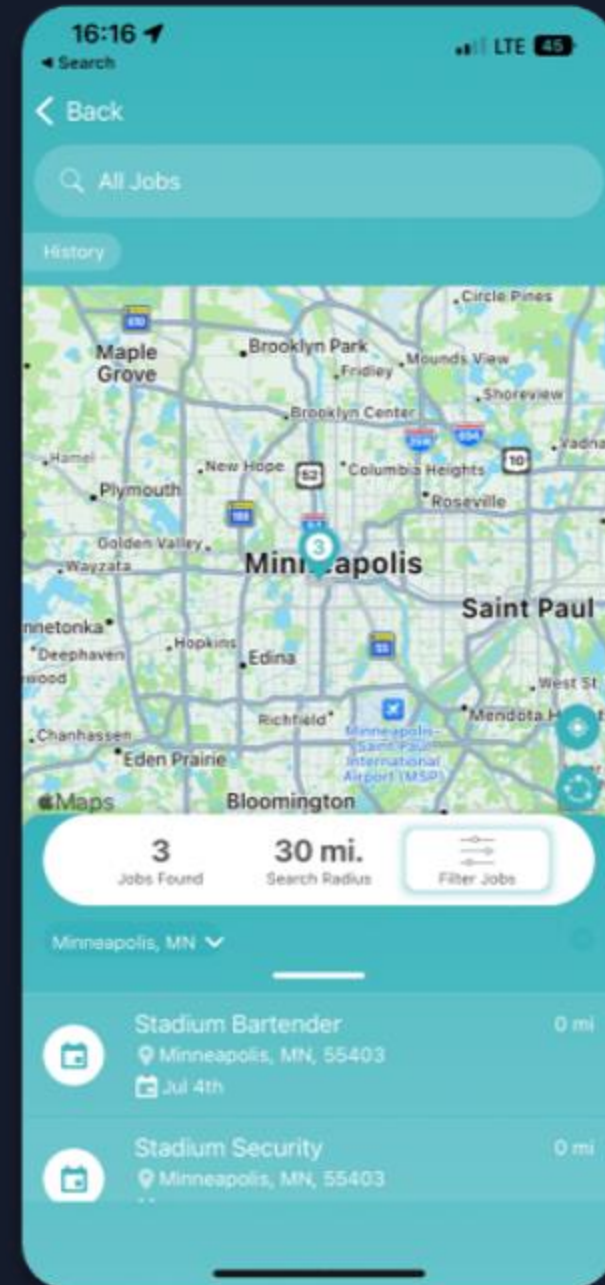
Are You Enhancing the *Overall* Talent Experience?



Evaluate Home Page content

- Pay and Hours info
- Job Search (if not branded, using URL)
- Talent FAQs
- Other Talent-Facing Content?

Mobile Job Board



Referrals

✕ Refer Your Friend

Welcome to your account

Give \$25, Get \$100

Give friends a \$25 bonus. Get \$100 when they accept a job with Hire Dynamics

Refer a Friend


Email or Cell Phone

Full Name

Refer Friend

✕ Refer Your Friend

Import from




 Gmail

Share this link

<https://work4hd.staffingreferrals.com/apply/t...>

Copy Link

Share on

Referral Program Details

Bonuses are subject to approval after placement, a minimum term (160 hours worked), and/or assignment completion.

My Friends

It looks like you haven't referred anyone yet. Click here to [refer a friend](#)

Pay & Hours

The image displays two digital interfaces. On the left is a desktop web page for AVIONTÉ, featuring a user profile for Mary Smith, a 'Talent' tag, an 'Active Contractor' status, and a table with columns for 'Check #', 'Check Date', 'Gross', and 'Taxes'. On the right is a mobile app interface titled 'Pay Detail', which shows a progress bar, 'Take home' amount of \$2,632.36, 'Hours' of 44.00, and detailed breakdowns for 'Taxes' (\$1,754.21), 'Employer Deductions' (\$313.43), and 'Employer Benefits' (\$238.33). A 'Pay statement' button is located at the bottom of the mobile interface.

AVIONTÉ

Mary Smith

Talent

Active Contractor

login username:
or login email

Contact Information

Joshua's Custom Widget

Latest Work

Latest Education

Positions/Skills

Resume/CV Tags

Check #	Check Date	Gross	Taxes

Pay Detail

Take home: **\$2,632.36** | Hours: **44.00**

Gross | Taxes | Deductions

Taxes \$1,754.21

Employer Deductions \$313.43

Employer Benefits \$238.33

Pay statement

Timekeeping

Manual Time Entry
We would rather you check in, but record your time lets you manually enter your time.

Check-In The time is in the job's time zone!	10:20 AM
Break Start	9:54 AM
Break End	10:05 AM
delete break	
+ Add Break	
Check-Out	5:00 PM
Time Worked	00:00

Cancel Submit

Strategies for Optimizing Talent Engagement

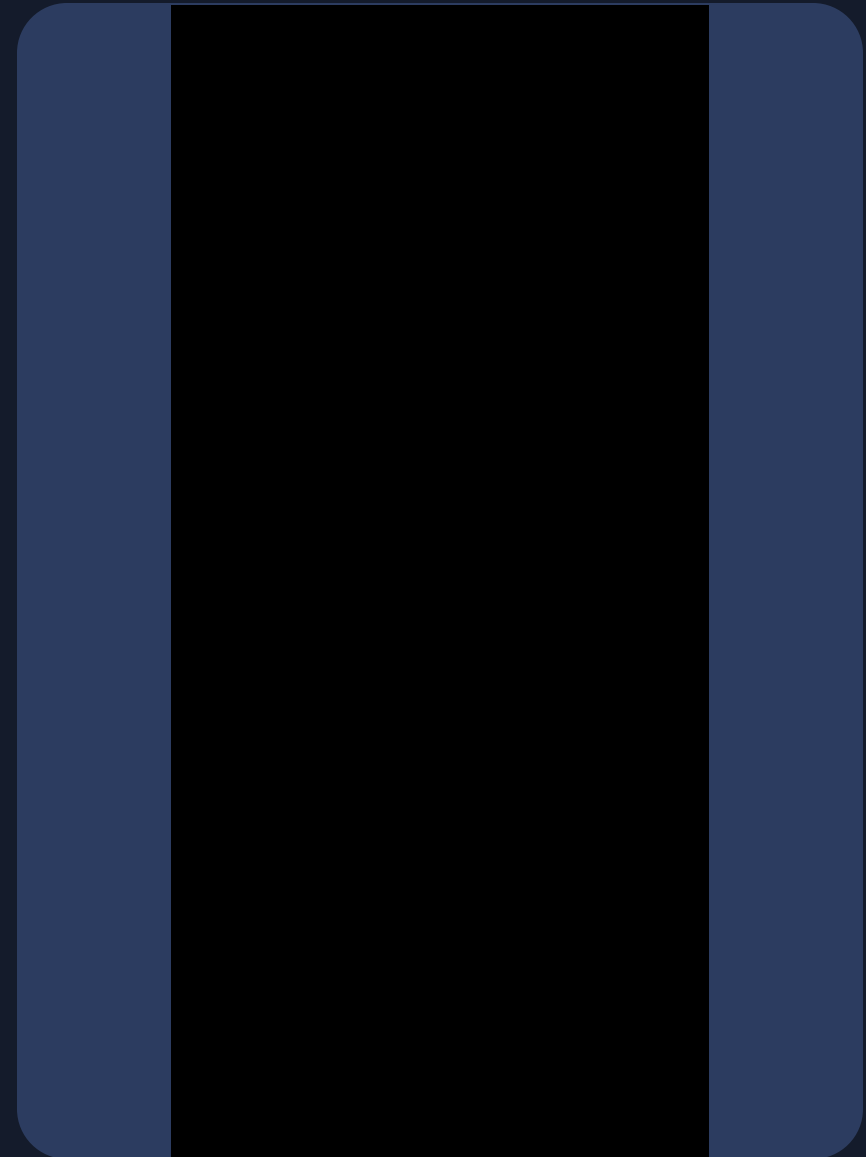


Job Description Tips



Traditional Job Description

- How many times does the talent have to scroll?



Job Description Tips

START WITH A CLEAR JOB TITLE

Tip: Use a specific and recognizable job title that accurately reflects the role.

Example: Instead of "Marketing Expert," use "Digital Marketing Specialist."

OPEN WITH A STRONG HOOK

Tip: Begin with a compelling sentence that highlights the most attractive aspect of the job.

Example: "Join our innovative team to drive cutting-edge digital marketing campaigns!"

BRIEFLY DESCRIBE THE ROLE

Tip: Summarize the key responsibilities in a few bullet points.

Example: "Develop and execute digital marketing strategies."

HIGHLIGHT REQUIREMENTS

Tip: List the essential qualifications and skills needed for the job.

Example: "Bachelor's degree in Marketing or related field."

SHORT & SCANNABLE

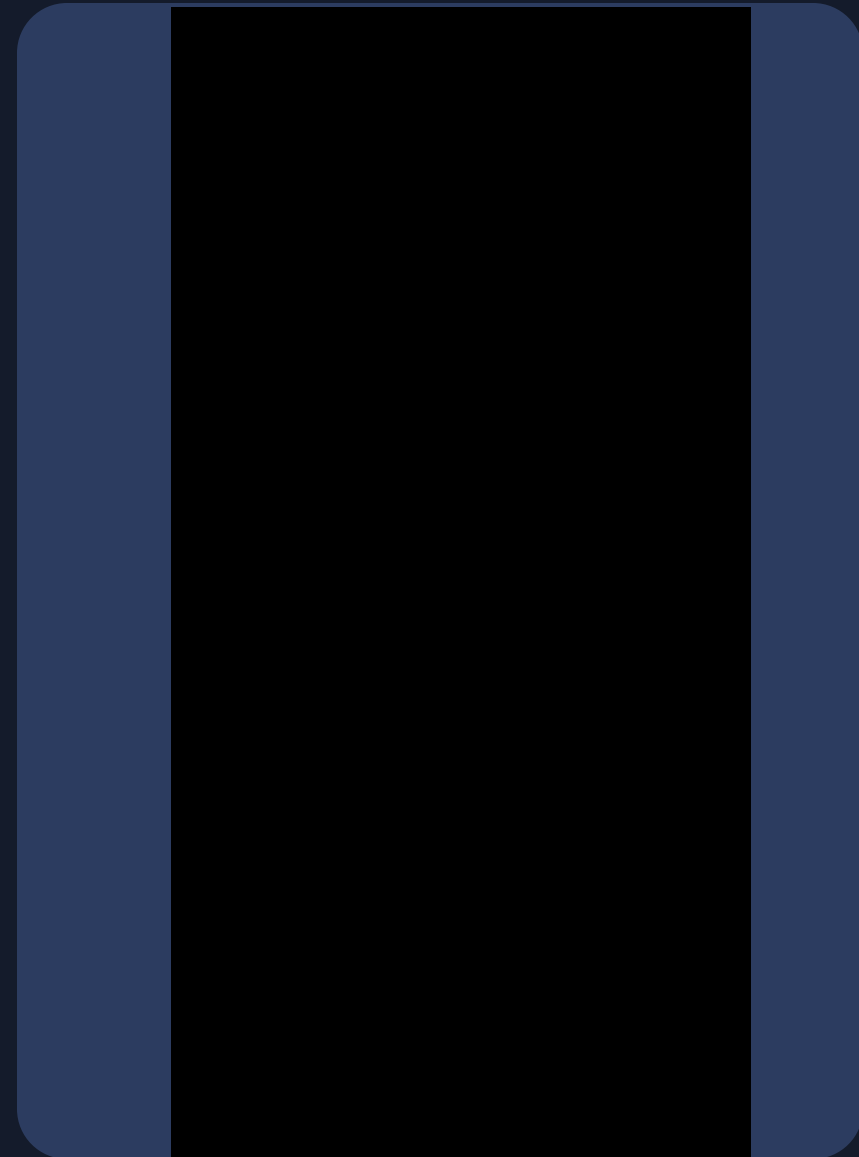
Tip: Use bullet points & short sentences to make the description easy to read.

Example: The entire job description should fit within a mobile screen.



Mobile-Friendly Version

- How does this version make it more likely that talent will



Concise Job Descriptions

How does this keep talent engaged with your app?

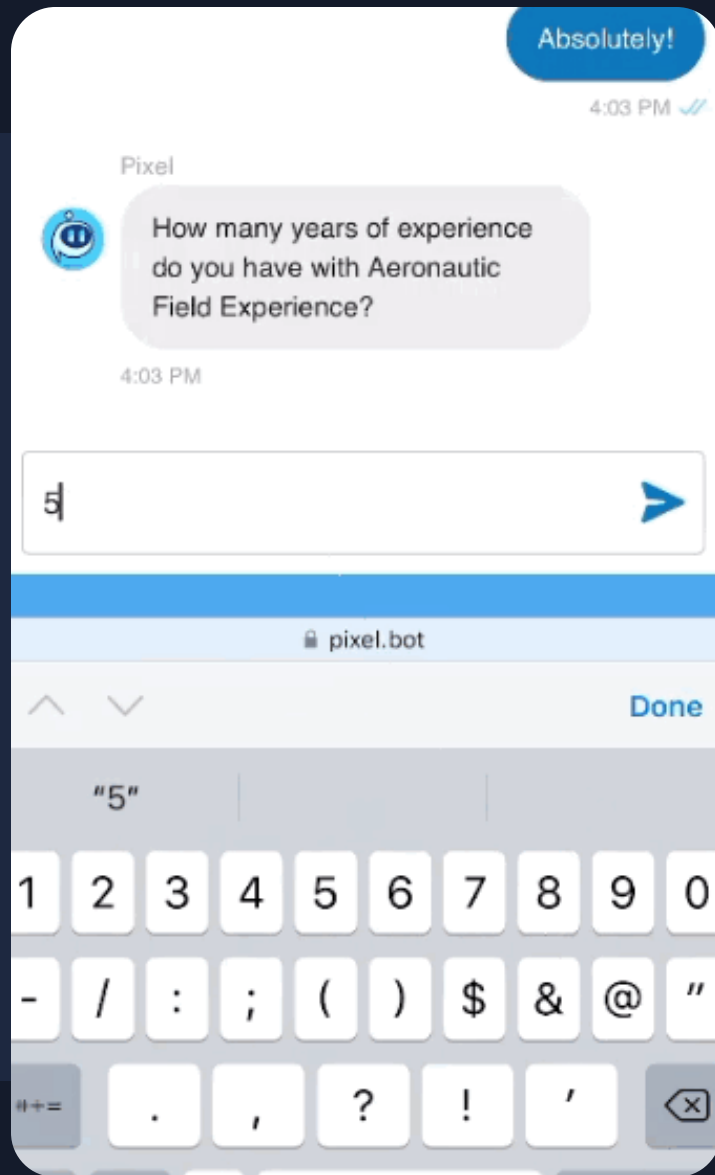
Improved Experience

- **Problem:** Candidates often skim through job listings quickly, especially on mobile devices. Long, detailed descriptions can be overwhelming and deter potential applicants.
- **Solution:** Concise job descriptions are easier to read and understand, making it more likely that candidates will read the entire post and feel confident about applying.
- **Impact:** Higher engagement rates and more applications from qualified candidates.



Interviewing & Engaging with Talent





PIXEL

Value Proposition

- Offers quick pre-screening questions to reduce low-value communications.
- Automated follow-ups boost recruiter productivity and satisfaction.

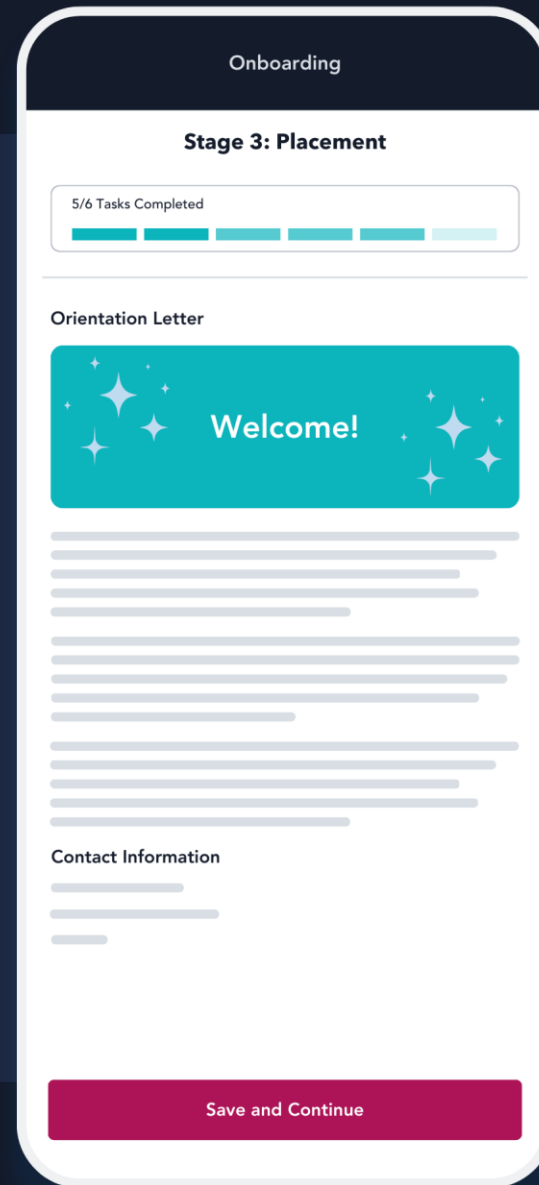
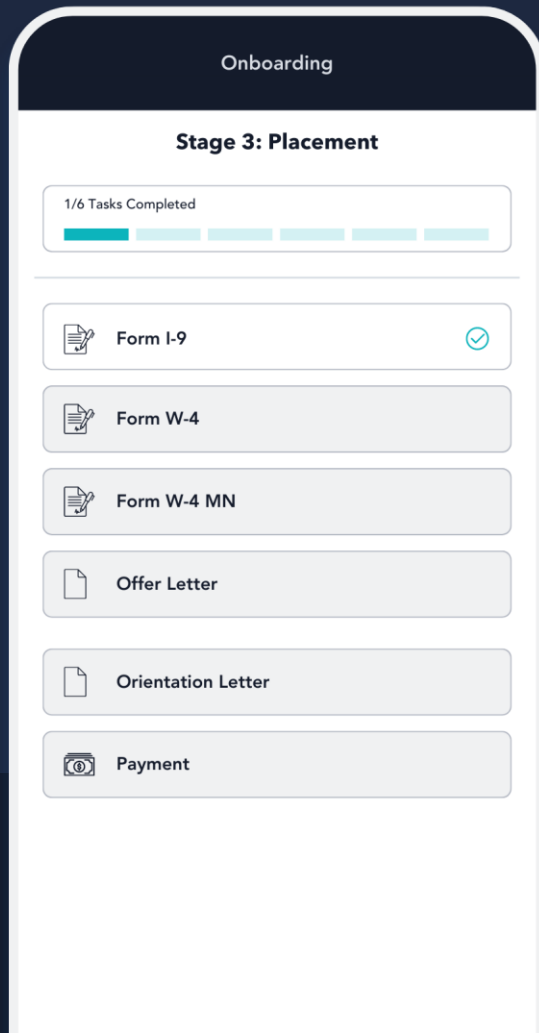


PIXEL Improves Talent Engagement

Real Time Engagement

- **Problem:** Delays in responding to candidate inquiries can lead to loss of interest and missed opportunities.
- **Solution:** Live Chat feature allows recruiters to engage with talent in real-time, ensuring prompt responses.
- **Impact:** Talent feels that your agency values them and makes time for them.





AVIONTÉ 24/7 ONBOARDING

Onboard Effectively

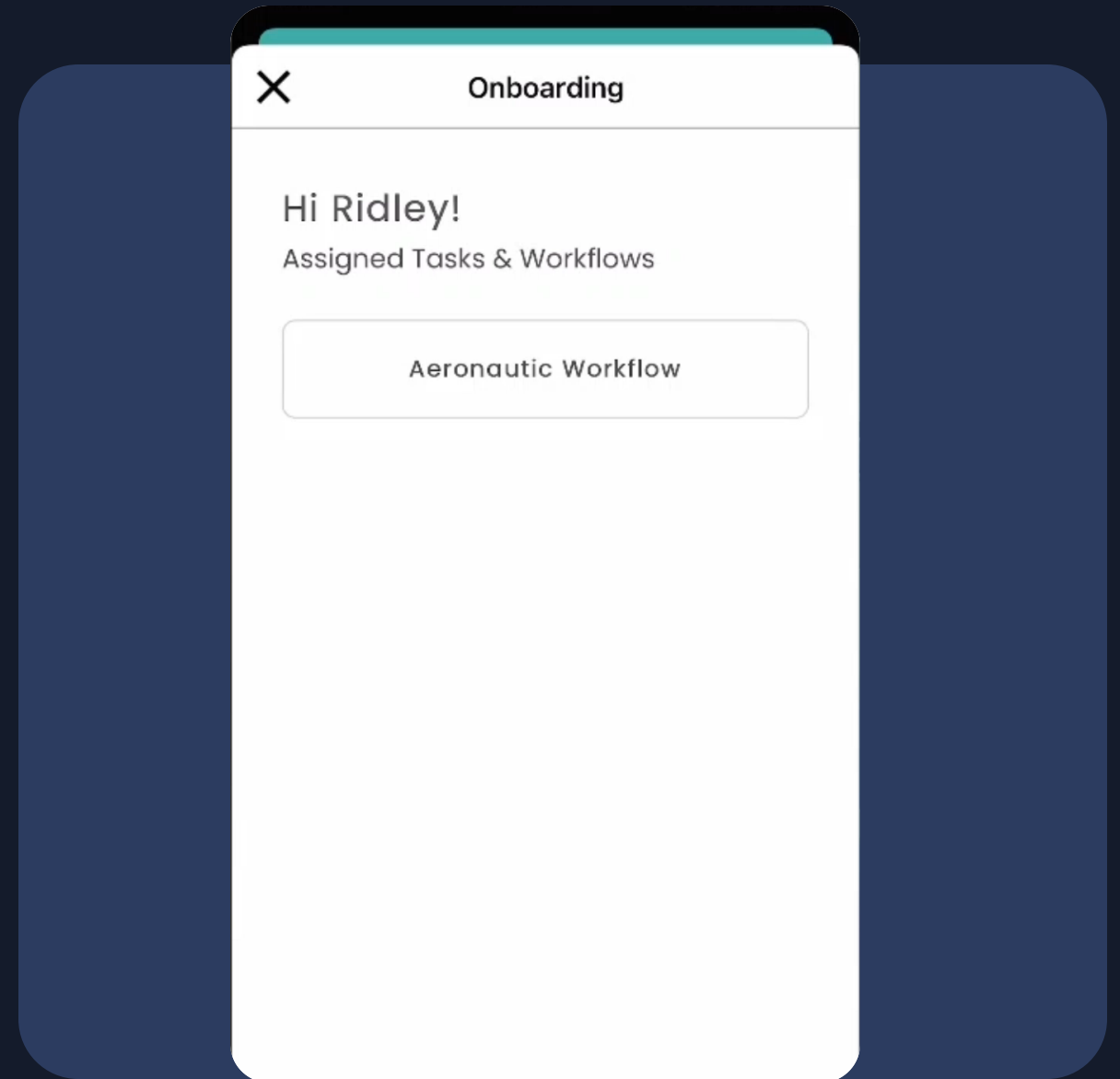
Streamline processes for recruiters while empowering talent to onboard online or in-app.

- Decrease transaction times with custom-tailored onboarding flows based on talent status or employer.
- Automate alerts and notifications to keep recruiters focused on value-add activity.
- Deliver intuitive and engaging mobile onboarding experiences that keep talent coming back.



Talent Experience

- Talent can complete onboarding tasks without leaving the app
- Answer questions, complete forms, sign documents and submit pictures of critical identification
- Delivers an easy and engaging mobile onboarding experience to keep talent coming back
- Notifications and reminders via email, text, and in-app to keep talent notified of onboarding tasks they need to complete.



KEY TAKEAWAYS

GET HANDS ON

Play the Mobile Game this week to walk in the shoes of your talent.

Visit our Experience Center to play and learn more about Avionté 24/7

KNOWLEDGE BASE

Check out the KB for more training resources *(including these slides and the communication playbook)*

COMMUNICATION

Be comprehensive in your communication strategy for attracting talent

CONTACT

Contact your Account Manager to discuss any of these key features or to begin your Avionté 24/7 journey

Questions & Answers

Thank You

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SEND

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- Select the Agenda tab from the main screen
- Locate this session by Name, Date and Time
- Rate the session
- Optional to leave further feedback

THANK YOU FOR YOUR FEEDBACK