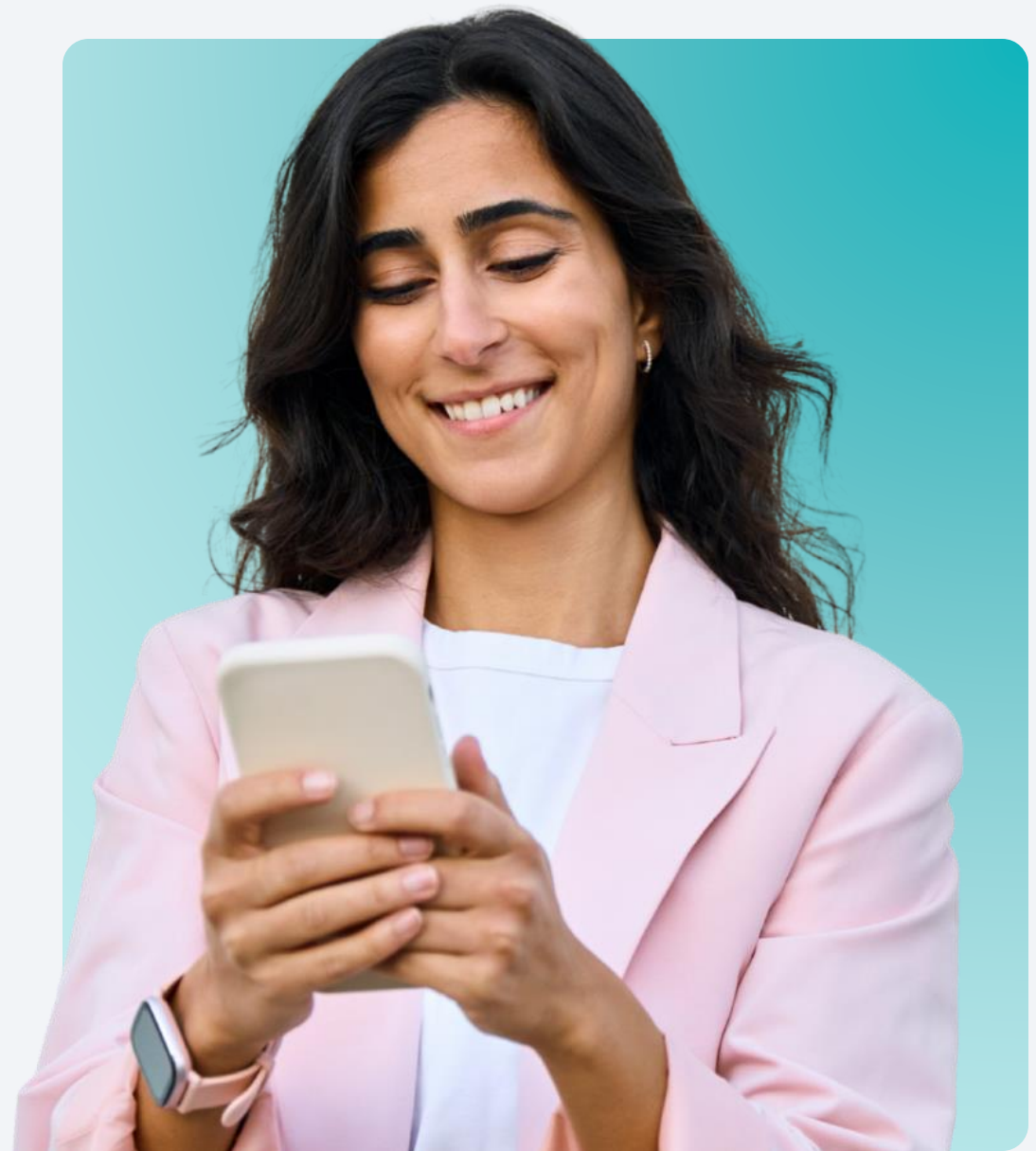


AVIONTÉ
CONNECT

Winning Strategies for Mobile Talent Engagement and Retention

SOURCING & ENGAGING



FRONT OFFICE

BACK OFFICE

MOBILE

AI & AUTOMATION

VMS

INTEGRATIONS

ANALYTICS

Introductions

Welcome to **CONNECT!** Thank you for joining our session.



Parker Saunders

VP OF CUSTOMER
SUCCESS

TRAINING



Marisa Thompson

IMPLEMENTATION
MANAGER

IMPLEMENTATION

About This Session

Boost talent mobile adoption and engagement through a showcase of app features, functionality, and best practices for change management.

-
- 1 The Tale of Two Experiences

 - 2 Building Communication Strategy

 - 3 Measuring Success

 - 4 Change Management

 - 5 Q&A

Tale of Two Experiences

Agency #1: Lacks a Strategy



APP DOWNLOAD FATIGUE



LIMITED ENGAGEMENT



TALENT ABANDONMENT



GHOST TOWN EFFECT



1:1 COMMUNICATION





Talent Adoption

20%

of Active talent have logged into 24/7

Talent Engagement

15%

of applications come from 24/7

5%

of assignments result from 24/7 applicants



Communication Chaos



INCREASED CALL VOLUME



INCONSISTENT/MANUAL
PROCESSES



LIMITED CAPACITY



STRAINED RELATIONSHIPS



DATA GAPS

Agency #2: Has a Strategy



UNDERSTANDING BENEFITS



SEAMLESS ONBOARDING



FREQUENT JOB NOTIFICATIONS



ADDED VALUE



LOYALTY EFFECT





Talent Adoption

70%

of Active talent have logged into 24/7

Talent Engagement

60%

of applications come from 24/7

35%

of assignments result from 24/7 applicants

Unlocked Efficiency with Strategic Communication



More Intuitive Talent Experience

Streamlined, user-friendly interfaces with personalized interactions



Manage More Simultaneously

Automated workflows & centralized dashboards, eliminating manual tasks



Data-Driven Results

AI & analytics that for candidate profiles, skills, and preferences



Proactive, Not Reactive Recruiting

Strategic talent pipeline and relationships for anticipated future hiring needs.

App benefits from the first interaction



Talent Benefits

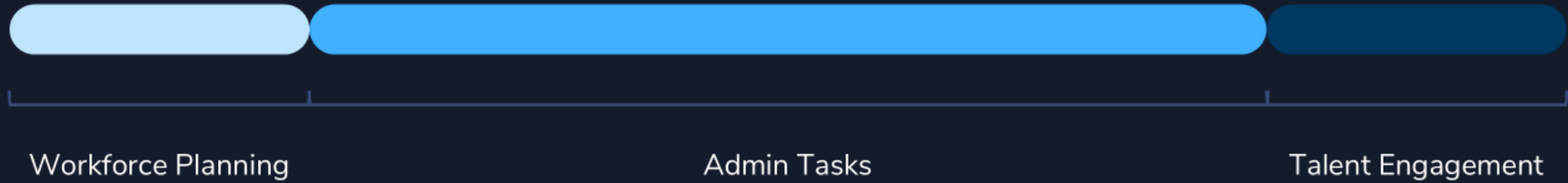
Control of their end-to-end employment experience, from download to redeployment.



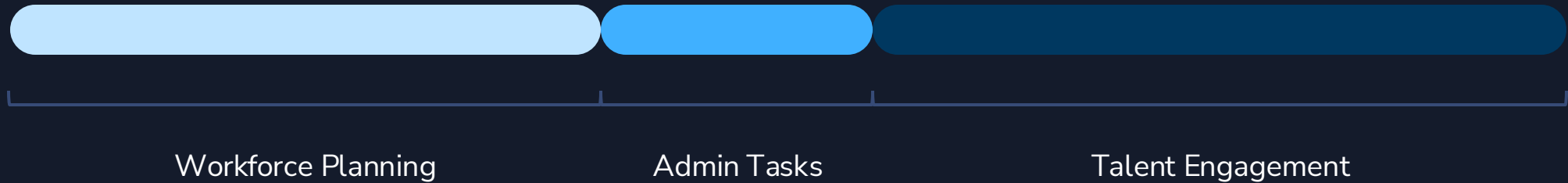
Agency Benefits

Engaged and pre-qualified pool of candidates who are compliant, loyal, and ready to work.

The recruiter's day with traditional staffing



The recruiter's day using Avionté 24/7



Building A Foundation for a Communication Strategy

Four Ways to Introduce Talent to 24/7



Automated Welcome Invites

Approved talent get automatically invited to the app.



Job Invites

Talent who have not yet downloaded get invited by text when they match for an open job.



Manual Invites

Invite talent out of Bold or coordinate a bulk re-invite campaign with your AM/CSM



Recruiting + Marketing (Branded 24/7)

Leverage your marketing channels to promote your app for attracting new talent

3

The Rule of Three: Multi-Channel Engagement



VERBAL REINFORCEMENT

Communication isn't just digital! Talk to your workers about your app when they're at the branch or on the phone with your teams.



TEXT MESSAGING + EMAIL

Send workers a 'heads up' before they get their invites and remind them about the invites they've received if they haven't checked out your app just yet!



USE WHAT WORKS!

What other channels are you communicating with talent. How can you make sure that talent can't possibly miss out!

Be Comprehensive!

Re-evaluate channels where you already promote your brand and reinforce the value of your app and how it will improve the talent's experience



Website

Screenshots and download links for new talent.



Recruiting Collateral

Reinforce that the app is a great way for them to access everything they need!



Social Media

Promote your app and demonstrate how it will improve their engagement with you



Email Signatures

A quick link and reminder goes a long way!

Examples of an Effective Communication Strategy



Avionté 24/7 WORK COMMUNICATIONS KIT



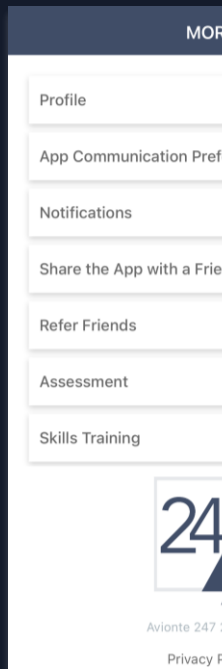
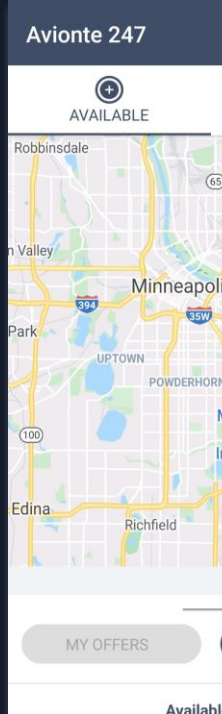
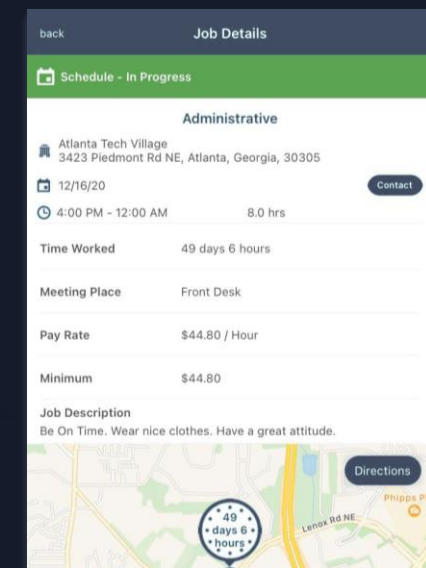
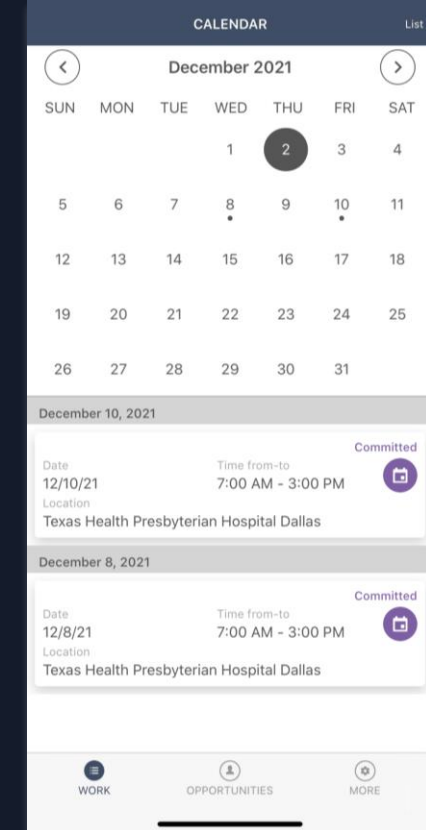
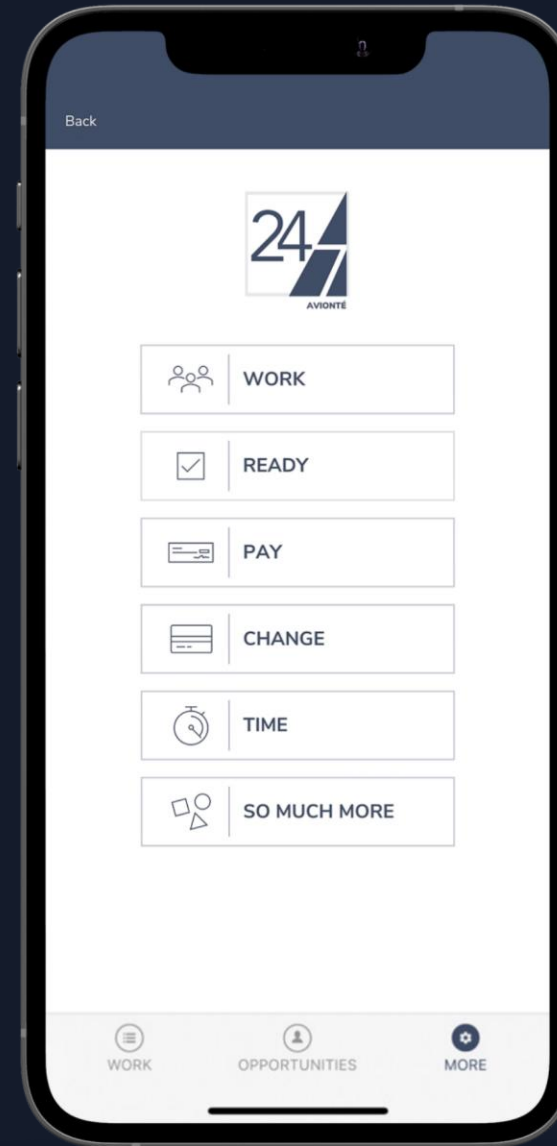
Adoption Resource

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 "Avionte 24/7 Work Communications Kit" found [here](#).

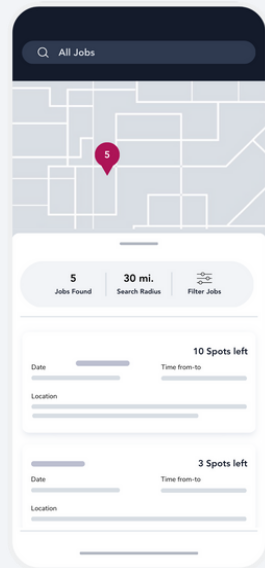
Consistently Reinforce Value

- Accessible Job Opportunities: Discover job openings at your fingertips
- Seamless Application Process: Apply for roles effortlessly while on the move
- Centralized Management: Enjoy the convenience of a single app to efficiently handle and organize your work schedule
- Heightened Responsiveness: Stay ahead of the game with quick response times, ensuring you never miss out on valuable opportunities.

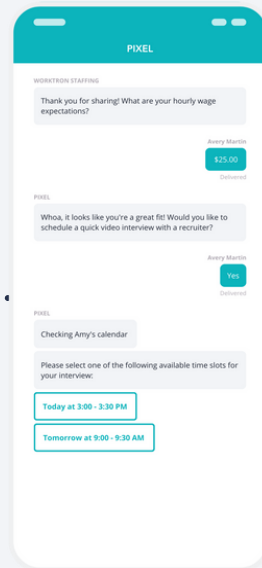


A Single Place for All Things Talent

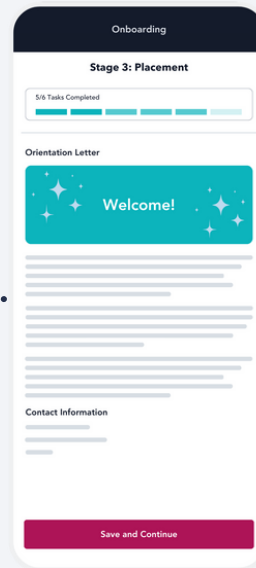
Attract, onboard, engage, place, pay, and redeploy talent at scale with a single mobile experience.



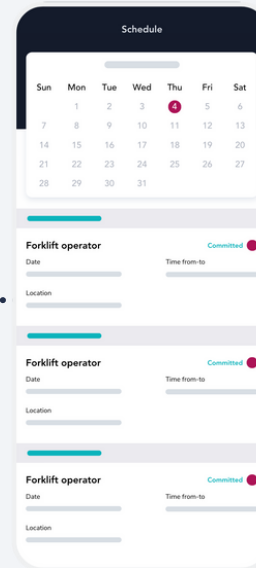
Search & Apply



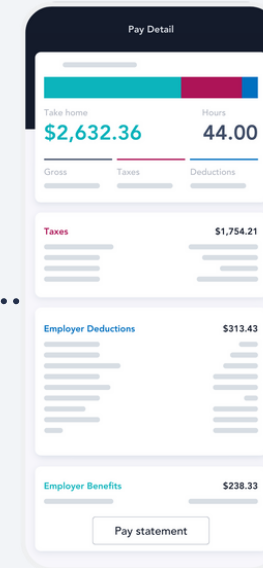
Pre-Qualification



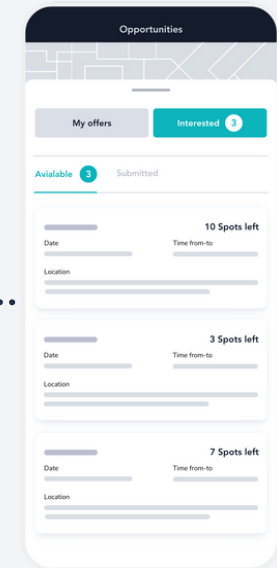
Onboarding



Review Schedule



Check Pay



Redeploy

**Attract and Remind
using Social Media**



Take Advantage of Offline Interactions

Job Fairs and Events



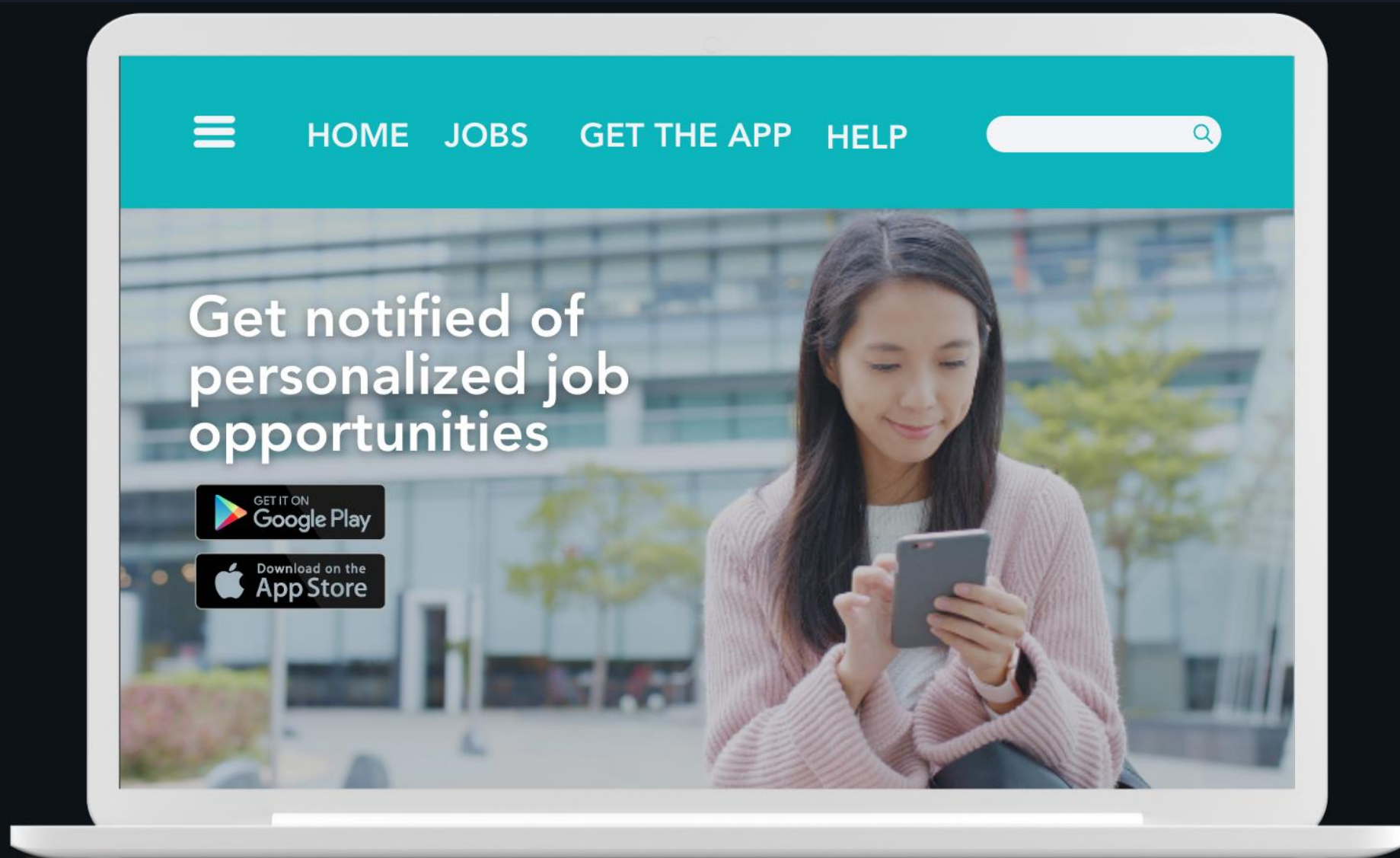
Promote the app at job fairs, workshops, and other industry events. Provide QR codes for easy download.

Printed Materials



Include information about the app in your printed marketing materials, such as brochures, business cards, and flyers.

Present your app as part of the full talent experience



Set Expectations and Remind About the App Consistently

Dear [Talent Name],

Page 1



Introducing our new mobile app,
[INSERT APP NAME HERE]

[Company Name] is excited to announce the launch of our new mobile app, [App Name]. With [App Name], you can receive real-time notifications about new job opportunities, apply for jobs, manage your work schedule, and sync with your personal calendar.

Getting Started in 3 Easy Steps:

1. You will receive a text message with a link to install [App Name] from [insert phone number]
2. Click on the link to download and open the app from the app store.
3. No username/password required.

Viewing and Applying for Job Opportunities:

- When you receive a job opportunity notification, review the details and click the "Accept/Interested" or "Decline" button.
- If interested, click "Accept/Interested" to let our recruiters know you're interested.
- You can find all your interested jobs under the "Opportunities" tab in the app.

Page 2



Confirming and Accepting Job Offers:

- Once you've expressed **interest or accepted a job offer**, you'll receive in-app notifications to confirm and accept.
- By accepting or confirming offers in the app, you can see job details, location, and sync with your calendar.

Reviewing Your Accepted Jobs and Schedule:

- Click the "Work" tab in the app to review your scheduled shifts, organized by date.
- Access shift times, locations, and other details by selecting dates on the calendar.

Cancellation:

- If you need to cancel a scheduled job, please contact [insert info here].

Questions? **For any questions regarding [App Name] for iOS and Android, please contact us at [email] or [phone number].**

Thank you for using [App Name]! We're here to support you throughout your job search and work experience.

Re-Engage Dormant Users

Make the most out of talent you've already sourced but haven't heard from in a while!



Analyze Patterns

When does
someone go
dark?



Targeted Campaigns

What will
bring them
back?



Value-Add Messaging

What can you
offer besides a
job posting?



Share Special Moments

What fun,
exclusive events
can you share?



HOME

JOBS

GET THE APP

HELP



Frequently Asked Questions

Got more questions? Feel free to contact us for more information.



DOWNLOAD THE APP TODAY

What kind of jobs will I find on the app?



Will I need to onboard and add my personal info?



What about paperwork, background, or drug screens?



How will I know if I'm accepted on a job?



Measuring Success

Key Performance Indicators

- 1 App Download rates – Analyze: App Activity Detail + Talent Adoption
- 2 Daily/Weekly active users – Analyze: App Activity Detail Report
- 3 Job application rates through app vs. other channels – Analyze: 24/7 Placement Report
- 4 Fill rates through app-engaged talent – Analyze: 24/7 Placement Report



Reports

24/7 App Activity Detail Report

Division , Region , Office , Ap...

Saved Filters



Division	Region	Office	Applicant	First Login Date	Current Login Status	Work Access	Latest App Act...	Latest Smart Lj...	Latest Smart Lj...	Latest Smart Lj...
Staffing	US	Worktron	Adams, Pugs...	Jun 10, 2024	Logged in	Enabled	Apr 6, 2025	Apr 6, 2025	Failed	destination-re...
Staffing	US	Worktron	Adams, Sam	Apr 22, 2024	Logged in	Enabled	Apr 6, 2025	Apr 6, 2025	Success	Message deliv...
Staffing	US	Worktron	Android, Nik	Mar 12, 2024	Logged in	Enabled	Apr 5, 2025	Apr 5, 2025	Failed	invalid-servic...
Staffing	US	Worktron	apply pages, t...	Jul 27, 2024	Logged in	Enabled	Jun 25, 2025	Jun 25, 2025	Failed	rejected-forbi...
Staffing	US	Worktron	Ball, Jasmine	May 10, 2024	Logged in	Enabled	Jun 16, 2025	Jun 16, 2025	Failed	rejected-forbi...
Staffing	US	Worktron	Ball, Jill	May 20, 2024	Logged in	Disabled	Mar 13, 2025	Sep 11, 2024	Failed	rejected-unall...
Staffing	US	Worktron	Ball, Samantha	Apr 22, 2024	Logged in	Enabled	Jun 16, 2025	Jun 16, 2025	Failed	rejected-unall...
Staffing	US	Worktron	Breen, Neil	Jan 23, 2024	Logged in	Enabled	May 5, 2025	May 5, 2025	Failed	rejected-unall...
Staffing	US	Worktron	Gall, Dan	May 13, 2024	Logged in	Enabled	Jun 16, 2025	Jun 16, 2025	Failed	rejected-unall...
Staffing	US	Worktron	Gall, Kristine	Apr 22, 2024	Logged in	Enabled	Jun 16, 2025	Jun 16, 2025	Failed	rejected-unall...
Staffing	US	Worktron	Hall, Kate	Apr 21, 2024	Logged in	Enabled	Jun 16, 2025	Jun 16, 2025	Failed	rejected-unall...
Staffing	US	Worktron	Halverson, Ben	Mar 12, 2024	Logged in	Enabled	Apr 5, 2025	Apr 5, 2025	Success	Message deliv...
Staffing	US	Worktron	Healy, Charlie	Mar 12, 2024	Logged in	Enabled	Mar 25, 2025	Mar 25, 2025	Success	Message deliv...
Staffing	US	Worktron	Hiber, Mark	Dec 3, 2024	Logged in	Enabled	Jun 26, 2025	Jun 26, 2025	Success	Message deliv...
Staffing	US	Worktron	Hiberrrrr, Joe	Mar 12, 2024	Logged in	Enabled	Jun 16, 2025	Jun 16, 2025	Failed	rejected-forbi...
Staffing	US	Worktron	Hiemstra, Josh	Mar 12, 2024	Logged in	Enabled	Apr 24, 2025	Apr 24, 2025	Success	Message deliv...
Staffina	US	Worktron	Hoaaan. Susan	Apr 19, 2024	Loaaed in	Enabled	Apr 6, 2025	Apr 6, 2025	Failed	relected-forbi...

Total Items: 178



24/7 Talent Adoption Report

Saved Filters

Smartlink Sent Date	Division	Region	Office	# of Unique Delivered	# of Unique Failed	# of New User Logins	Unique Delivered Success	# of Total Unique
2025-06-16	Staffing	US	Worktron	4	21	20	500.00%	32
2025-04-14	Staffing	US	Worktron	3	17	1	33.33%	19
2025-04-24	Staffing	US	Worktron	3	3	6	200.00%	24
2025-06-20	Staffing	US	Worktron	3	3	3	100.00%	35
2025-03-18	Staffing	US	Worktron	2	1	3	150.00%	6
2025-04-05	Staffing	US	Worktron	2	2	4	200.00%	12
2025-04-06	Staffing	US	Worktron	2	5	7	350.00%	14
2025-06-25	Staffing	US	Worktron	2	3	5	250.00%	38
2025-06-26	Staffing	US	Worktron	2	1	2	100.00%	40
2025-02-06	Staffing	US	Worktron	1	0	1	100.00%	1
2025-02-13	Staffing	US	Worktron	1	0	1	100.00%	2
2025-02-20	Staffing	US	Worktron	1	0	0	0.00%	3
2025-03-18	Staffing	US	Springfield	1	0	1	100.00%	4
2025-03-20	Staffing	US	Worktron	1	0	0	0.00%	7
2025-03-25	Staffing	US	Worktron	1	0	1	100.00%	8
2025-03-26	Staffing	US	Worktron	1	2	1	100.00%	9
2025-03-27	Staffing	US	Worktron	1	1	1	100.00%	10

Total Items: 49

[Export To Excel](#)

Saved Filters ▾

Report Filters

Division
All ▾

Region
All ▾

Office
All ▾

Company
All

Job Type
All ▾

Job Status
All ▾

Talent Status
All ▾

24/7 Stage
All ▾

Current Stage
All ▾

Date From
Select Date

Run Report

TALENT PLACEMENTS REPORT

Track Talent Response to Jobs

Helps Leaders Identify:

- Actions taken after Talent responded to a job in the app
- If Talent were moved to a stage beyond WorkN Interested/WorkN Offer
- When the stage was last updated

Common Uses Include:

- Understanding what happened to Talent responses to 24/7 jobs
- Seeing when recruiters are using the Talent that have responded to jobs in the app to help fill positions



Reports

24/7 Placement Report

Division , Region , Office , Coi ▾

Saved Filters ▾



Company ▾	Talent ▾	Last Contact ▾	Talent ID ▾	Talent Status ▾	Job Title ▾	Job ID ▾	Worker's Co ▾	Job Type ▾	Job Status ▾	24/7 Stage ▾	24/7 Stage ▾	Current Stage
Murphy Met...	Sushma Trip...	Mar 24, 2025	134511931	Active	Warehouse ...	44282592	IA - 8292 - ...	Contract	Completed	WorkN Intere...	Mar 18, 2025	Started
Avenir	Alexander Pi...	Jun 16, 2025	190071959	Active	Forklift	48037865	MN - 8292 - ...	Contract	Banana Job	WorkN Intere...	Jun 16, 2025	Started
WorkN Test ...	Erik Testsm...	Jun 6, 2025	137427763	Active	Test Erik Unb...	47928720		Contract	Open	WorkN Intere...	Jun 6, 2025	Started
WorkN Test ...	Erik Testsm...	Jun 6, 2025	137427763	Active	Test Erik Adh...	47928756		Contract	Open	WorkN Intere...	Jun 6, 2025	Started
WorkN Test ...	Erik Testsm...	Jun 6, 2025	137427763	Active	Erik Bundled	47928783		Contract	Canceled	WorkN Intere...	Jun 6, 2025	Started
WorkN Test ...	Erik Testsm...	Jun 10, 2025	137427763	Active	Daily Time	47941946	MN - 8810 - ...	Contract	Filled	WorkN Intere...	Jun 10, 2025	Started
WorkN Test ...	Erik Testsm...	Jun 10, 2025	137427763	Active	Test Adhoc ...	47941976	MN - 8810 - ...	Contract	Banana Job	WorkN Intere...	Jun 10, 2025	WorkN Interest
WorkN Test ...	Erik Testsm...	Jun 11, 2025	137427763	Active	Tester Status	47942409	MN - 8810 - ...	Contract	Banana Job	WorkN Intere...	Jun 11, 2025	Started
WorkN Test ...	Erik Testsm...	Jun 24, 2025	137427763	Active	test	48298417	MN - 8810 - ...	Contract	Filled	WorkN Intere...	Jun 24, 2025	Started
Lightning Fa...	George Stev...	Jun 18, 2025	121256467	Active	VCR Technic...	48049573	MN - MN 881...	Contract	Banana Job	WorkN Intere...	Jun 18, 2025	WorkN Interest
Lightning Fa...	Jason Rizzner	Jun 18, 2025	142573499	Applicant	VCR Technic...	47955829	MN - MN 881...	Contract	Open	WorkN Intere...	Jun 18, 2025	WorkN Interest
Lightning Fa...	Jeff Combs	Apr 14, 2025	152541985	Active	LPN	45433084	MN - 8810 - ...	Contract	Open	WorkN Intere...	Apr 14, 2025	WorkN Interest
Lightning Fa...	Jeff Combs	May 24, 2025	152541985	Active	Primary Car...	45433471	MN - 8810 - ...	Contract	Open	WorkN Intere...	Apr 14, 2025	Started
Lightning Fa...	Jeff Combs	May 4, 2025	152541985	Active	Primary Car...	45722717	MN - 8810 - ...	Contract	Completed	WorkN Intere...	May 1, 2025	Started
Lightning Fa...	Jeff Combs	May 1, 2025	152541985	Active	Primary Car...	45722760	MN - 8810 - ...	Contract	Open	WorkN Intere...	May 1, 2025	WorkN Interest
Lightning Fa...	Jeff Combs	May 19, 2025	152541985	Active	Primary Car...	45723934	MN - 8810 - ...	Contract	Completed	WorkN Intere...	May 1, 2025	Started
Avl Air	Kathy Hoen	Mar 8, 2025	133677879	Incomplete ...	CS Forklift - 1...	44171999		Contract	Open	WorkN Intere...	Mar 8, 2025	WorkN Interest



Take **Action** on the **Insights**

- 1 Which branches are excelling/struggling?

- 2 What are successful branches doing that can be shared?

- 3 What challenges are reported by recruiters?

- 4 What challenges are reported by talent?

- 5 How can your communication be improved to alleviate those challenges?



Change Management For Your Team

- Encourage recruiters to champion the app (and of course send jobs to 24/7!)
- Create training scripts for consistent messaging
- Incentivizing digital-first communication
- Celebrating success stories
- Supporting the transition from high-touch to strategic-touch recruiting
- Measure results and adapt accordingly

Key Takeaways

Communication Kit



Have a Plan

Don't rely on the product to 'sell' itself.



The Rule of Three

Repetition and variety is key to driving adoption.



Measure and Make Adjustments

Use data to identify opportunities for refining your strategy.

Rate the session



Leave further feedback...

SEND

Cancel

Thank You

Help shape future **CONNECT** content by rating this session.

1. Open the Bizzabo app and select Agenda
2. Locate **Winning Strategies for Mobile Talent Engagement & Retention**
3. Rate and leave feedback



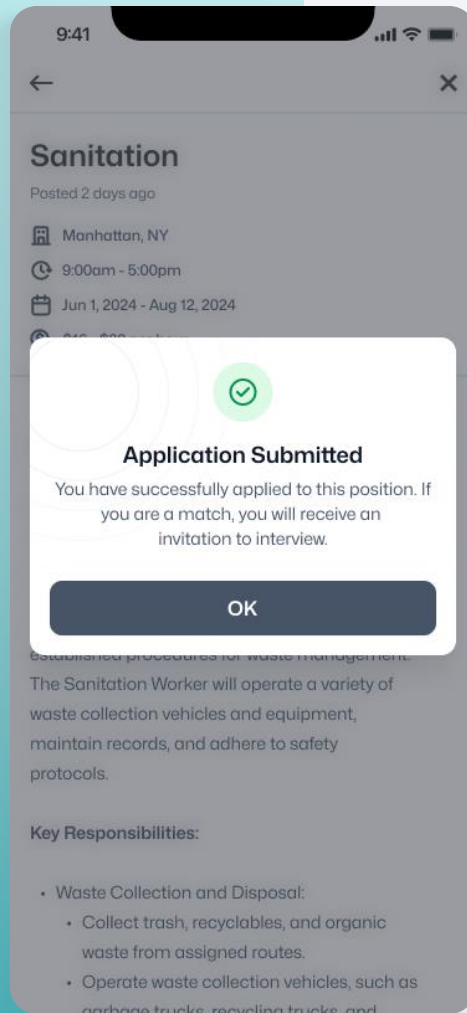
Take your job search to
the next level.



Find Your Next Job



Sign in or Apply



Experience What's Possible

Visit the Experience Center – 2nd Floor

- Test real workflows that deliver results
- Get expert guidance for your specific goals
- Four focused areas aligned with your success
- Leave with strategies you can implement now

DesignLab

Step into the future of staffing technology. Preview upcoming innovations, share your feedback, and help shape what comes next.

The screenshot displays the AVIONTE Back Office interface. The top navigation bar includes the AVIONTE logo, a search bar, and various menu items: myDashboard, Jobs, Talent, Timesheet, Companies, Documents, Back Office (highlighted), Analyze, Sub Vendors, QuickPlace, and Automation. On the right side of the navigation bar are icons for search, notifications, chat, settings, and a user profile.

The main content area is titled "Payment Batch ID: 10513". Below the title are several action buttons: "Select Transactions", "Process", "Print Checks", "Post", "Discard Batch", "View Paychecks", and "Email Paychecks".

The "Payment Batch Summary" section provides the following details:

Check Count	0	Transaction Count	5
Batch ID	10513	Description	
Status	Processed	Check Date	08/08/25
Batch Type	Check Run	Created By	avi.next1
Accounting Period Date	08/03/25	Bank ID	1
Bank Name	Bank of Avionte	Bank Description	Bank of Avionte
ACH Generated Date		Generate Original Pay Units	No

The "Transactions" section contains a table with the following data:

Talent Name	SSN	Company Name ↓	Department Name	Total Pay	Total Bill
Ethan Campbell	XXX-XX-XXXX	Williamson & Harris Co.	Corporate	\$1000.00	\$1250.00
Orlando Diggs	XXX-XX-XXXX	Pinnacle Solutions	Accounting	\$600.00	\$750.00
Demi Wilkinson	XXX-XX-XXXX	FedExpress	Corporate	\$640.00	\$800.00
Kate Morrison	XXX-XX-XXXX	Coca Cola	Corporate	\$800.00	\$1000.00

The left sidebar contains a search bar and a list of menu items: Time Entry, Payroll, Search (highlighted), Transactions, Checks, Billing, Invoice, Paycheck, Accounts Receivable, Weekly Process, Import / Export, Unemployment Claims, and WC Claims.