



Practical Integration Stories

April 2019

Agenda

- Introduction to Talemetry Recruitment Marketing Platform
- Practical Integration Stories
 - HR-JSON Job Posting to Oracle Recruiting Cloud
 - Career Site Chatbot creating candidate (Join Talent Network)
 - SMS Chatbot creating candidate (Referral)
- Wrap-up / Q & A



As enterprise recruitment marketing has matured, it has become complex to manage, execute, and integrate all channels, activities, and outcomes.

And it gets harder everyday.

A simpler path to sourcing, engaging, and converting higher quality candidates at scale.

INTRODUCTION TO TALEMETRY

Talemetry Recruitment Marketing Platform

Large Enterprise

1k to 100k+ hires per year

Embrace Optimization

Connect Processes

Modular Platform

Global & Complex

Language

Systems

Powering recruitment strategies for leaders across multiple industry verticals

145+ 9.4k 20M 800k+ 38M+ 40M

Active Clients

Recruitment Professionals

Monthly Career Site Views

Jobs Managed per Year

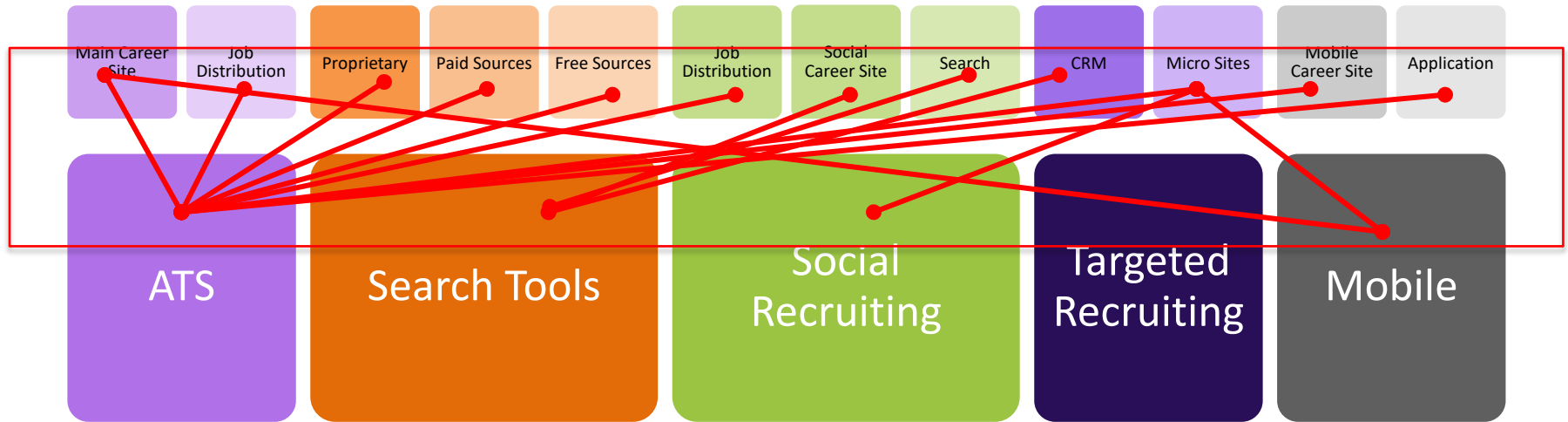
Candidates Managed

Unique Visitors

Leading organizations choose Talemetry



Why a Recruitment Marketing Platform?



Talent Acquisition

Integration Challenge

Many to Many

Why a Recruitment Marketing Platform?



Talent Acquisition

Integrations One to Many including
HR-XML, HR-JSON

Talemetry's Integration Platform

- Foundation
 - OAUTH token authentication (REST) or Username/password (SOAP) over HTTPS
 - REST (XML or JSON) or SOAP (XML) API
- Core API
 - Candidates – Bidirectional (Resume or Candidate 2.5 XML)
 - Jobs – Bidirectional (PositionOpening 2.5 XML, 3.2 XML, 4.1 JSON)
 - Resume Extraction (Resume 2.5 XML, Candidate 4.1 JSON)
- Other Core Capabilities
 - Orchestration between ATS and Talemetry
 - Customer mapping, monitoring, scheduling

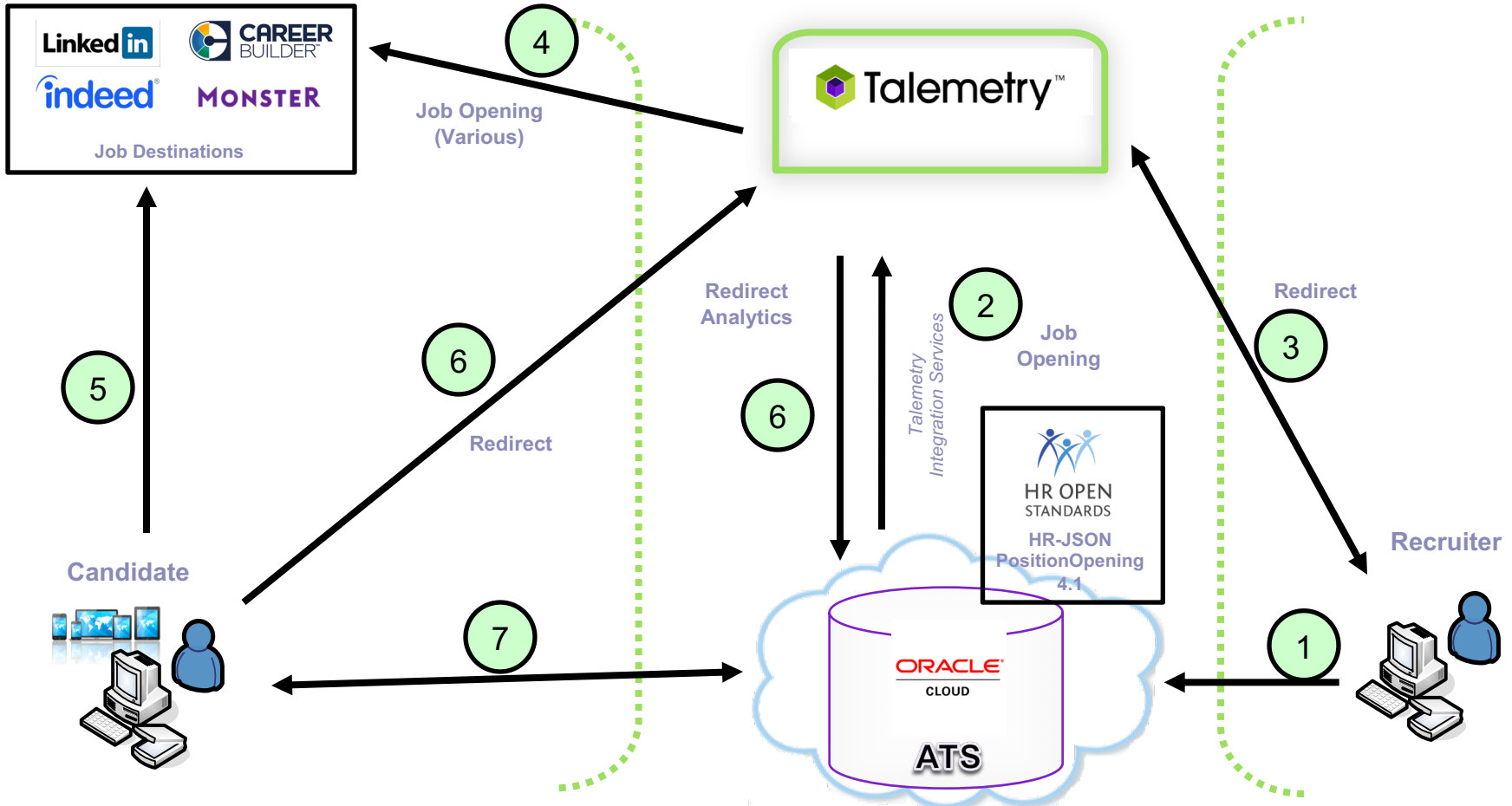
Practical Integration Story #1

JOB MULTI-POSTING FROM CLOUD ATS

Problem Statement

- Oracle launching new Recruiting Cloud solution (Oracle Recruiting Cloud) based on Fusion architecture
- Oracle needed to enable new partner API for job distribution (job multi-posting)
- Talemetry needed to integrate to ORC in order to provide job distribution to joint customers moving to new platform

Talemetry Job Broadcast Integration to Oracle Recruiting Cloud



Talemetry Job Broadcast Integration to Oracle Recruiting Cloud

Job Boards

Unpost from Job Boards

QATest

User Account Description

[Go to Partner Portal](#)

Test Job Board (FTP Batch)

Start Date

8/29/2018 12:00 AM

End Date

9/28/2018 12:00 AM

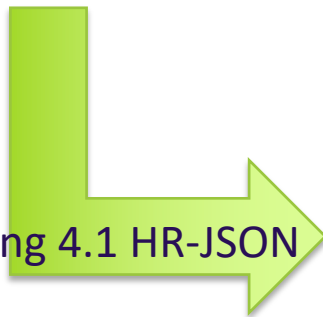
Status

Posted

Language

French, American

PositionOpening 4.1 HR-JSON



Create a New Job Posting Save and Broadcast Back to ATS

Job Posting Information

Job Title
Call Center Team Lead

External ID (required)
H4sIAAAAAAAAAAFvzIoG1nEG9JDEnNte1pkgy3sDQ0MDAzCA1T9MwN1

Campaign
--Select Campaign--

Responsibilities (required)

Description
Call Center Team Lead - Must be able to deal with high-volume support calls and lead a diverse team

Qualifications
At least 4 years of progressive experience in high-volume call center environment, preferably in a lead role

Tags allowed: span, br, p, a, b, em, i, strong, ol, ul, li

Skills

Challenges and Lessons Learned

- Challenges
 - Oracle Recruiting Cloud is new Product
 - ORC Job Posting API is new, changing, not mature
 - HR-JSON PositionOpening new for Talemetry and Oracle
 - Multilingual postings, multi-location posting not initially modelled in API. Came up with workarounds
- Lessons Learned
 - Don't start development until API is ready and fully documented (caused delays)
 - Better up front requirements gathering of multilingual and multi-location use cases

Practical Integration Story #2

CHATBOT CREATING CANDIDATE (JOIN TALENT NETWORK)

Problem Statement

- Talemety wanted to have a chatbot solution an engagement channel for visitors on career sites to improve Call to Action (CTA)
 - Answer candidate questions
 - Search for Jobs
 - Join Talent Network
- Talemety investigated options for buy/build/partner
- Talemety decided to do a limited pilot

Chatbot Background

- A **Chatbot** is a program that responds to requests via some sort of messages with a person with answers and prompts
- Chatbots help to engage visitors, and can lead to higher call to action (CTA) rates and reengagement

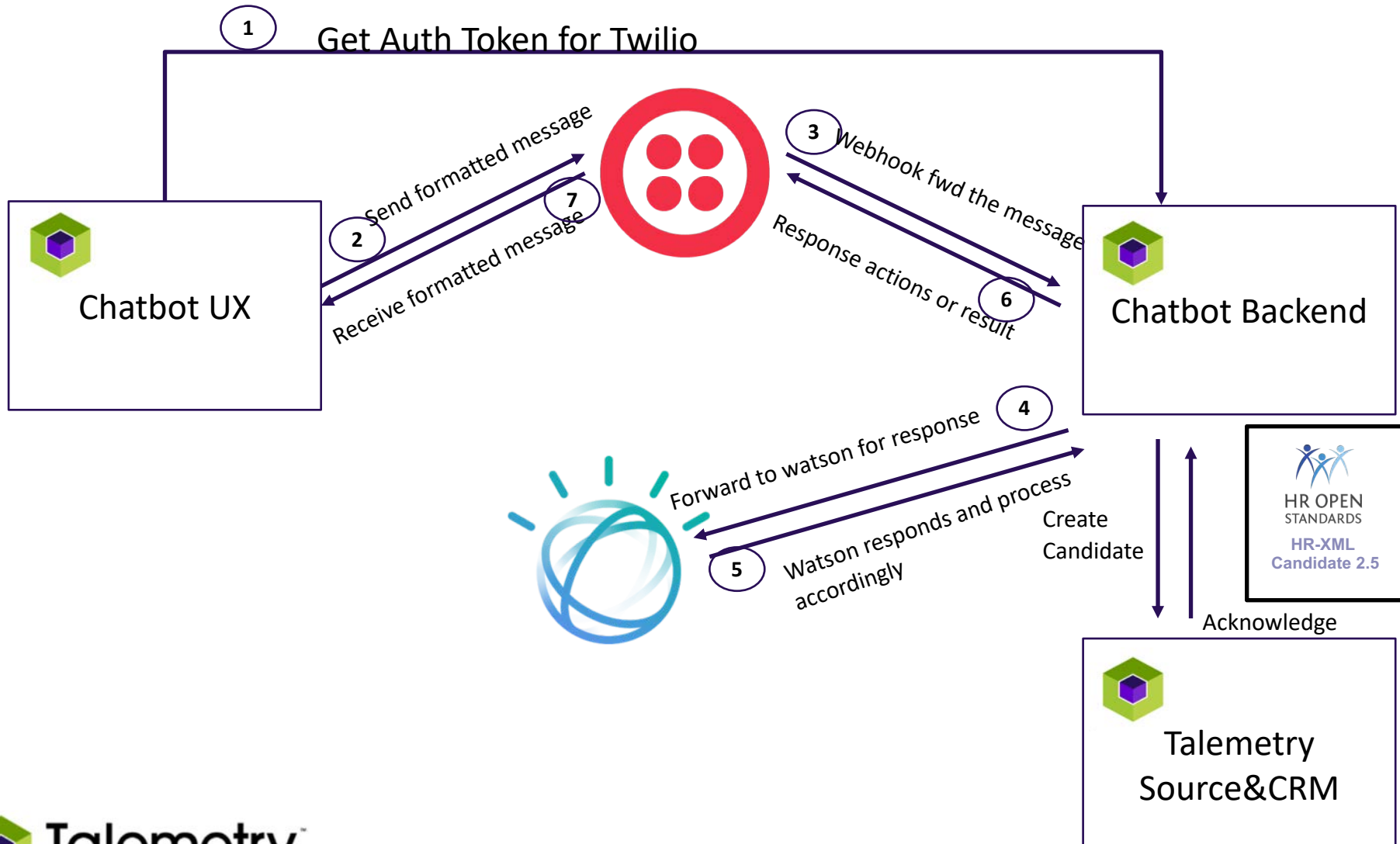
Talemetry's Chatbot Microservice

- Tech Stack
 - AI, Dialog → Watson Assistant
 - Chat Service → Twilio
 - Backend → Ruby/Rails
 - UX → Javascript Chat UI or SMS

Understanding AI

- How Does AI Work?
 - IBM Watson Platform does Text Analysis and Natural Language Understanding on the user input
 - Watson then determines:
 - **Intents** – understanding the user goals
 - **Entities** – information in the user’s data entry that is relevant - i.e. names, locations, email, phone, etc.
 - **Contexts** – understanding the input relevant to the Intent and Dialog
 - **Dialog** – based on the identified user intention and relevant entities, provide a relevant response (or series of responses)

Talemetry's Chatbot Microservice



Talemetry Chatbot – Creating Candidate

- Identify Intent “Join Talent Network”
- Collect key entities (name, email, phone, consent, questions)
- Call Talemetry “CreateCandidate” REST API (Candidate 2.5 HR-XML)

The image displays three sequential screenshots of a chatbot interface, each with a 'Minimize Chat Window' button at the top left. The chatbot's messages are in teal bubbles, and user inputs are in white bubbles.

Screenshot 1: The chatbot asks, "What can I do for you?". The user replies, "help me join talent network". The chatbot responds, "Thats sounds good! I may need you to answer some questions." and then asks, "What is your first and last name?". The user enters "Jonathan Ellis".

Screenshot 2: The chatbot asks, "What would be your contact email?". The user enters "acunsolo+jellis@talenttech.com". The chatbot then asks, "The recruiters may contact you regarding new jobs via email. Do you give consent to send you emails?". The user replies "yes". The chatbot says, "That's great!".

Screenshot 3: The chatbot displays the email address "acunsolo+jellis@talenttech.com (519-841-4334)". The user replies "yes". The chatbot says "Perfect!". It then says, "Please wait while I put you on the talent network." and finally, "Thank you. You have successfully joined our talent network." Each screenshot shows a "Type here..." input field at the bottom.

Challenges and Lessons Learned

- Challenges
 - Learning curve of technology platform for developers (Chat, AI basics) is "long tail"
 - Managing AI versions
 - How to evolve Chatbot platform and upgrade AI to support
 - What is standard, what is configurable in AI
- Lessons Learned
 - Be ready for rapid iterations and deployments
 - Take feedback often, use working prototypes to guide what's next

Practical Integration Story #3

SMS CHATBOT CREATING CANDIDATE (REFERRAL)

Problem Statement

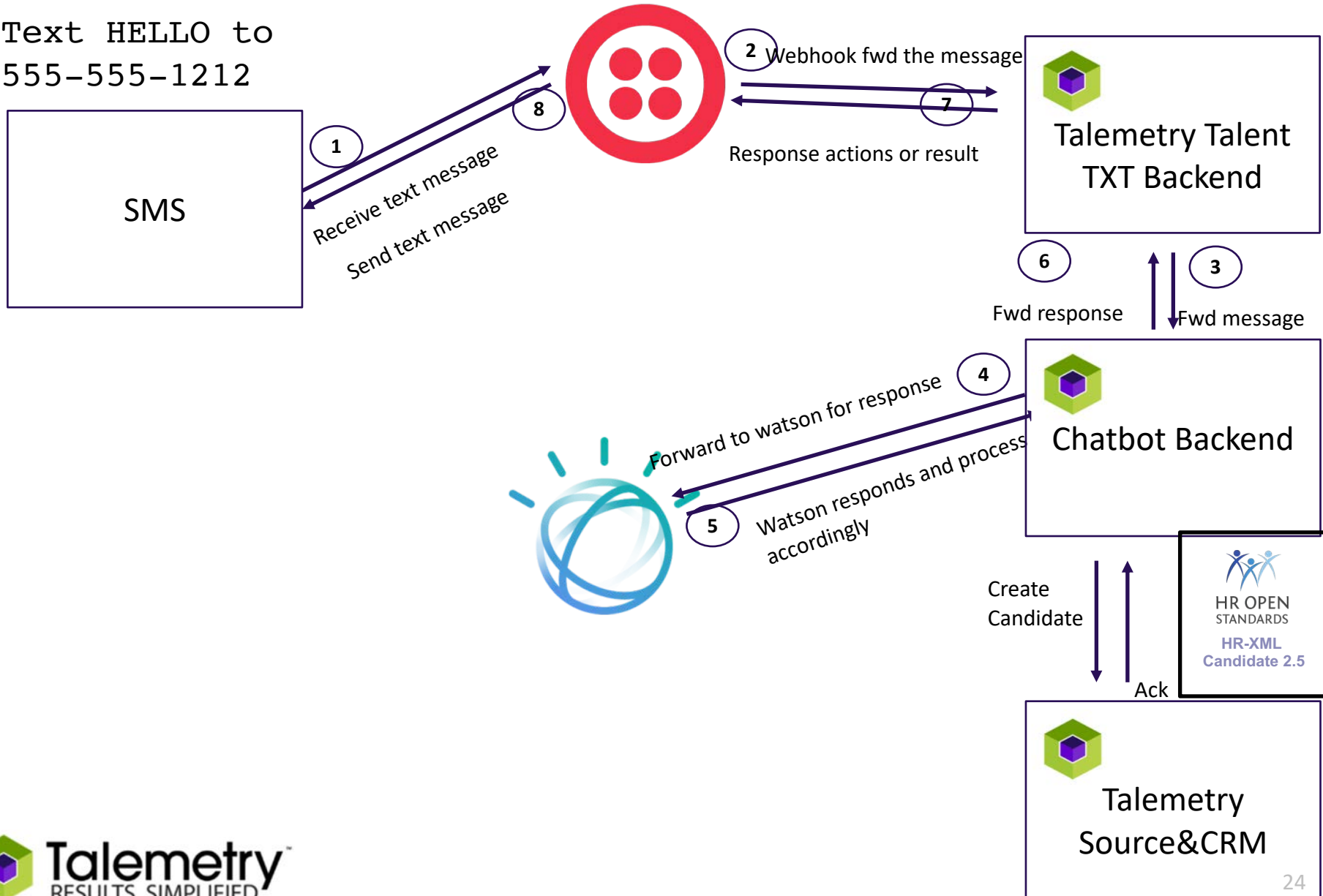
- Large University Hospital organization challenged with nursing referrals from their new employees
- Wanted to make it easy and fast to refer a nurse and collect initial referral
- Decided to use SMS as the way to collect referral and reach out
- Created contest and monthly draw for making a referral to encourage initial uptake

SMS Chatbot Employee Referral Use Case

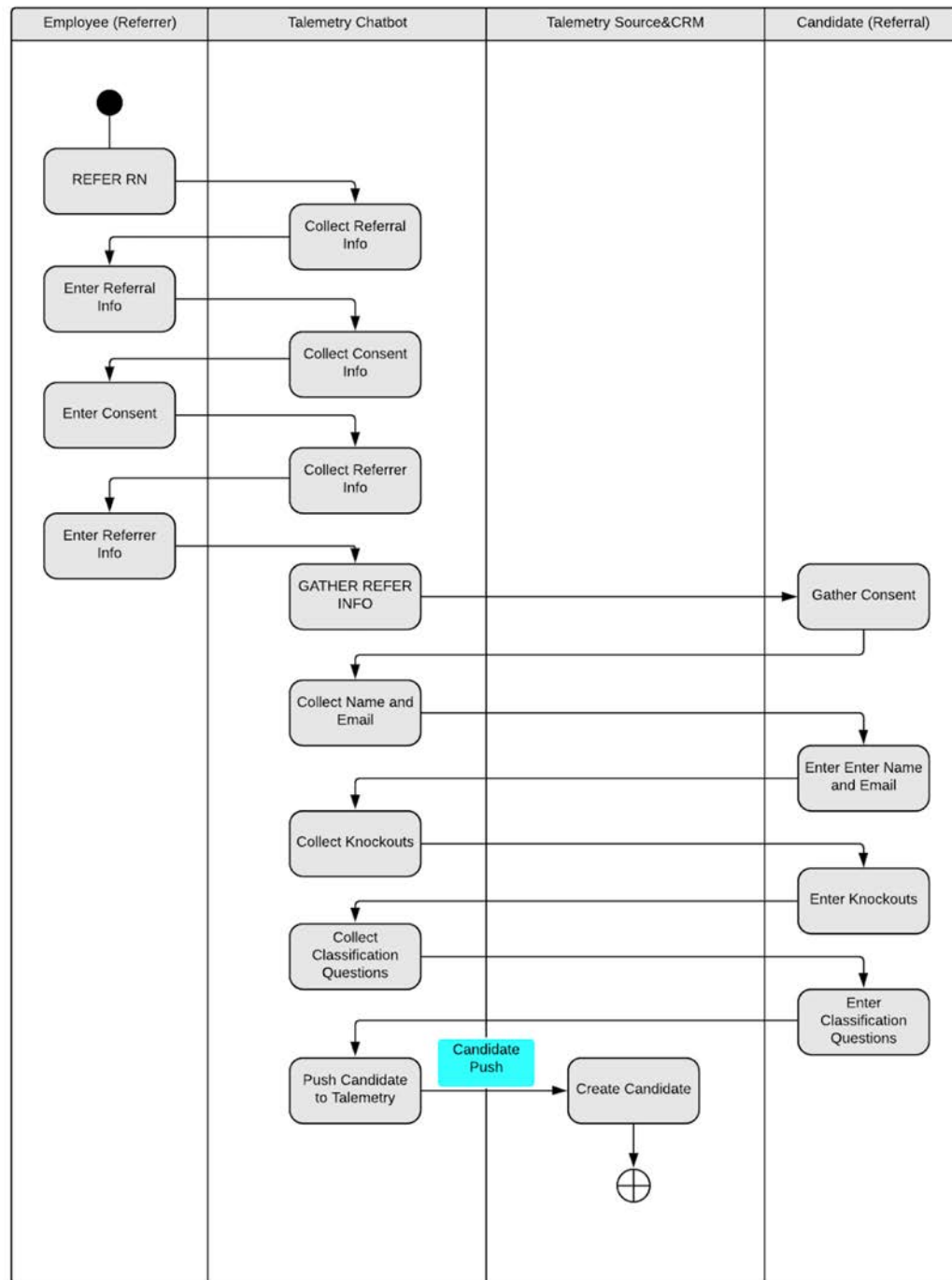
- Create a dedicated SMS chatbot to referral a candidate
 - Employee refers candidate by texting key referral information about the candidate
 - Candidate is invited to accept referral and submit their information (name, email, questions)
 - Candidate is added to referral talent network

Talemetry's SMS Chatbot Microservice

Text HELLO to
555-555-1212

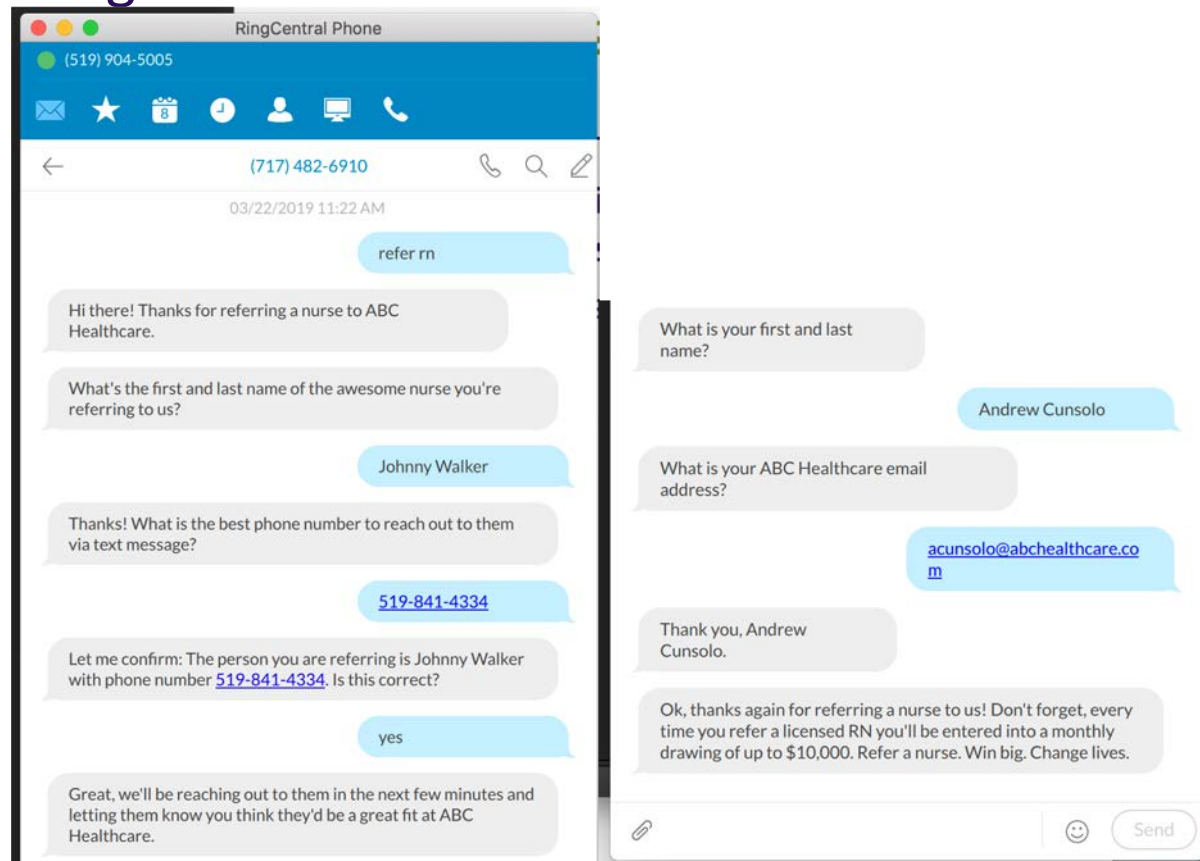


Talemetry's SMS Chatbot Referral Workflow



Talemetry SMS Chatbot – Refer Candidate (1)

- Text Intent “Refer Candidate” to dedicated number
- Collect key entities (referral name and mobile, referrer name and email, consent)
- Send Text message to Candidate



Talemetry SMS Chatbot – Refer Candidate (2)

- Candidate receives text. Confirm consent to continue
- Collect key entities (name, email, knockout questions, classification questions)
- Create candidate in Talemetry Source&CRM (Candidate 2.5 HR-XML)

To: 17174826910 Details

2019-03-22, 11:24 AM

Hi Johnny Walker, I'm Jon from ABC Healthcare Talent Acquisition. We're looking for amazing people to join our team of nurses. Andrew Cunsolo (acunsolo@abchealthcare.com) thought you'd be a great fit.

Would you like to learn more?

Yes

Great. I have a few questions for you to get you know you better.

Can you please confirm your full name?

Johnny Walker

Can you please provide your email address?

acunsolo+johnnywalker@talenttech.com

Are you a licensed RN?

yes

Have you ever worked for ABC Healthcare?

no

Johnny Walker

Updated: Apr 7, 2019 Age of Resume: a day

not specified
+1 (519) 841 4334
acunsolo+jellis@talenttech.com

Talent Network (1)

CONSENT

WORK HISTORY
No employment history available

RECENT ACTIVITIES
Seconds ago, viewed by Andrew Cunsolo (ABC)
6 minutes ago, viewed by Andrew Cunsolo (ABC)
[show more](#)

KEYWORDS
No Keywords Available

What geographic areas are you interested in? You can choose from 1. Pittsburgh PA, 2. Central PA, 3. Northern PA, 4. Western PA, 5. Southwest NY, or 6. I'm flexible

3

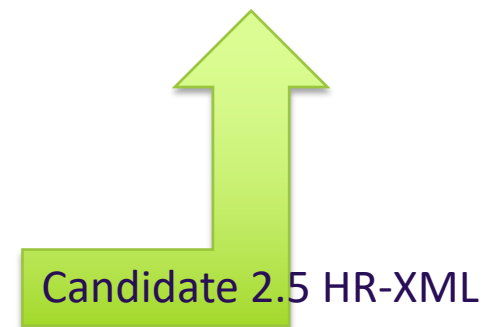
What specialties of nursing are you interested in?

er

I can't recognize the specialty. Can you try again?

emergency

Thanks so much, Johnny Walker, it was great chatting with you. Another member of Talent Acquisition will be reaching out to you within 3 days.



Challenges and Lessons Learned

- Challenges
 - Learning curve of technology platform for developers (Chat, AI basics) is "long tail"
 - Managing AI versions
 - How to evolve Chatbot platform and upgrade AI to support
 - What is standard, what is configurable in AI
 - SMS best practices, regulations and rules
- Lessons Learned
 - Be ready for rapid iterations and deployments
 - Take feedback often

Q&A

Wrap-Up / Q&A

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 - +1 519-904-5005
- Talemetry Resources
 - <https://www.talemetry.com/evolve-framework>