

Text-to-Apply Activation Guide

What is Text-to-Apply?

Text-to-Apply (TTA) is a feature that can enable candidates to submit basic applications via text message to any requisition or Join Talent Network within a given company.

This functionality is an expansion to the Keyword Bot tool and Intelligent Messaging integration.

Use Cases

- Allow candidates to submit data via text
- The following information can be captured from the candidate:
 - Required first name, last name, email address
 - Required mobile phone (the one in communication with Intelligent Messaging)
 - Optional location fields – configure city, state, country, or postal code
 - Optional static screening questions
 - Options consent for email or text

Apply for Job Set Up (CRM)

The following steps will guide you on setting up a working Text-to-Apply Keyword Bot for the Apply for Job use case.

Apply for Job Intelligent Messaging Settings

The following needs to be setup in Intelligent Messaging in order to support the Apply for Job Keyword Bot.

Keyword Bot

- Select **Submit Text To Apply** on the *Select Action* drop-down
- Required to use Job Requisition ID field
- Required to use Workflow ID field
- Do Not use Career Site ID field

The screenshot shows a configuration window for a Keyword Bot. The window title is ':alwaystrue(\$value)'. The main heading is 'Configure'. Below the heading, there is a button that says '+ Click to add a slot'. A 'Closing Message' is displayed: 'You are now finished and part of our talent network! Please follow up on your application. A recruiter will be following up in the next 24-48 hours to...'. Below the message, there is a field for 'N, USA'. On the right side, there is a 'Select Action' dropdown menu with 'Submit Text To Apply' selected. Below this, there is a 'Configure Action' section with three input fields: 'Job Requisition Id' (containing '123456'), 'Work Flow Id' (containing '66304'), and 'Career Site Id' (empty). At the bottom right, there is an 'Apply' button.

Apply Workflow Settings for Apply for Job

The following needs to be setup with Apply Workflow in order to support the Apply for Job Keyword Bot.

- Apply Workflow MUST have **Output to ATS** enabled
- Apply Workflow MUST have **Apply Social Media** enabled
- Apply Workflow should NOT have Privacy or Welcome Page enabled (these will not work with Text-to-Apply)
- Apply Workflow should NOT have steps after Apply Social Media. You can have question steps with required questions, but they must be configured in the Keyword Bot.
- Recommended to use Standard Workflow (i.e. single language), not Language Workflow

LANGUAGE WORKFLOWS STANDARD WORKFLOWS

Standard Workflow: Text2Apply Job Application (DO NOT REMOVE) [Edit](#) [Close](#)

i External Application: An external candidate applies for a job or joins a Talent Network that results in a Candidate application. This workflow type can be configured on an external/public site or by using a launcher URL.

Workflow (Global)

Workflow Steps

<input type="checkbox"/> OFF	Privacy Agreement	First page shown to the Candidate, allowing them to opt into your application process.	
<input type="checkbox"/> OFF	Welcome Page	Explains application process and captures basic data.	
<input checked="" type="checkbox"/> ON	Apply Social Media	Configure allowable sources (resume, social media).	Edit
<input checked="" type="checkbox"/> ON	Application Review	Configure what data you want to collect and ask the candidate to review.	Edit
<input type="checkbox"/> OFF	Candidate Questions 1	Extra questions you want to collect from candidate.	
<input type="checkbox"/> OFF	Candidate Questions 2	Extra questions you want to collect from candidate.	
<input type="checkbox"/> OFF	Candidate Questions 3	Extra questions you want to collect from candidate.	
<input type="checkbox"/> OFF	Dynamic Questions	Request candidate to answer job-related questions.	
<input type="checkbox"/> OFF	Additional Attachments Page	Request additional document attachments from candidates.	
<input type="checkbox"/> OFF	Final Page	Last page shown to applicant. Explain what is next, gather EEO data.	
<input type="checkbox"/> OFF	Assessments	Send the candidate to a 3rd party assessments using Verify	

Workflow Options

<input type="checkbox"/> OFF	Build Extended Profile	Build an extended Profile on the Candidate after the Application is completed. Please note that this setting will only work for Talent Networks.
<input checked="" type="checkbox"/> ON	Output to ATS	Send the Candidates to the configured ATS after apply. This should be used for most apply for jobs workflows. NOTE: the results will be sent to a location to be picked up by the Talemetry Connector.

Apply Questions for Apply for Job

The following needs to be set up with Apply Questions for any questions the company wants to collect in Apply for Job.

- Each question should have the Language Aware toggle disabled
- Question ID is not case sensitive (this is a current issue where the Question ID must be all lower case will be resolved in the upcoming release)
- The Question ID must match an ATS Screen Question ID
- For Multiple Choice type, only Single Answer is supported
- For Multiple Choice question answers:

EVOLVE

Recruitment Marketing

- ID and Content MUST be the same (this is a current limitation to be resolved in upcoming release)
- For the question to collect consent, use Multiple Choice/Single Answer Type and have answers being TRUE and FALSE

Join Talent Network (CRM)

The following steps will guide you on setting up a working Text-to-Apply Keyword Bot for the Join Talent Network use case.

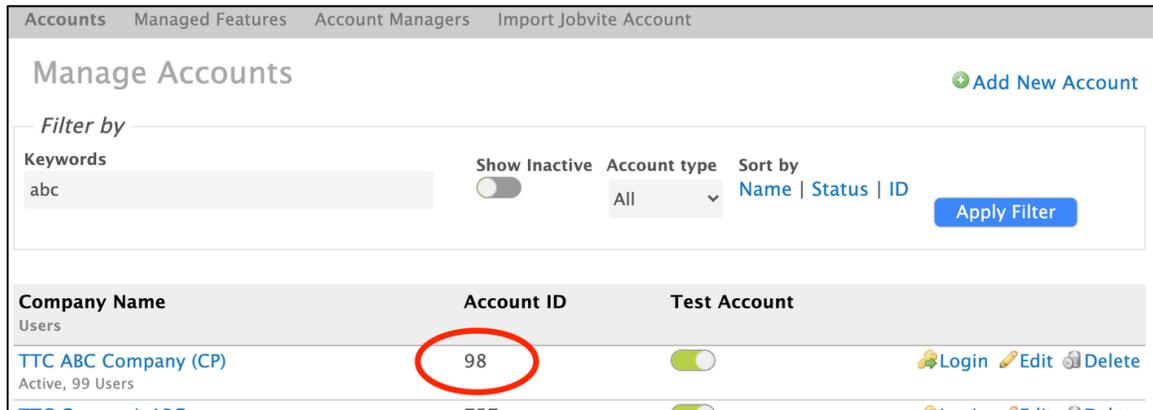
CSAdmin Configuration

- Ensure that the Career Site ID is set up in CSAdmin
- All collected by the Keyword Bot and submitted to Text-to-Apply will be a member of that Career Site Talent Network
- *NOTE: If you have already setup a Default Career Site, and this is the Talent Network you want to use, then you do not need to set up the Career Site ID in CSAdmin*

The following fields are new specific to Text-to-Apply for a Evolve RM customer and are mandatory to be filled in.

Withing CS Admin → ATS Config:

1. **RM Company ID**, this is the numeric ID from RM (Services → Accounts, search for company)



2. **RM Access Key** (for Text-to-Apply) and **Access Secret** (for Text-to-Apply) – You can get this value from Talemetry (ADMIN → Users, find API user → edit user and copy the API key and secret). A best practice is to use a different API user for Intelligent Messaging and the ATS integration to ensure no issues.

API settings

Enable API access credentials

Access key (Create Trackings)
4f95fc74225fbaebb798af468d387d76d8311834

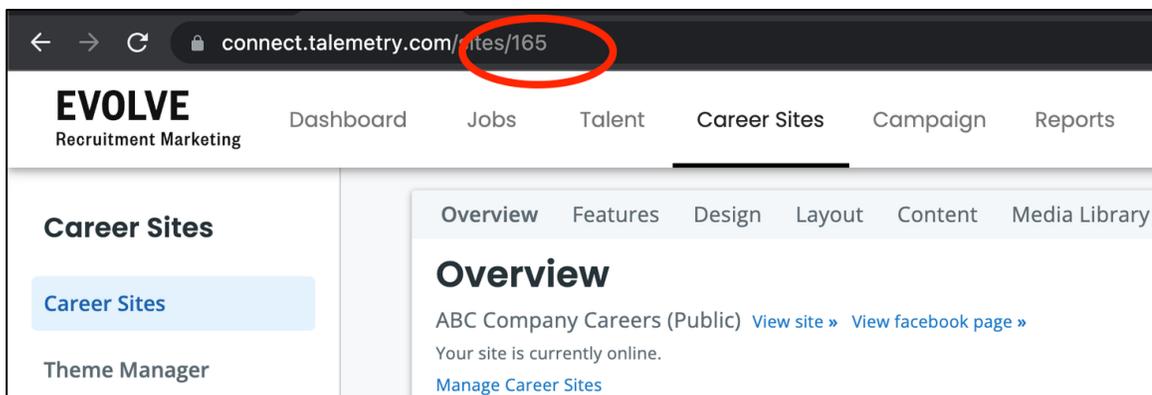
Access secret (Create Trackings)
e019c20031784896b7bbaabebbf5279b11006732903945115831

Access key
59df6c175ca53ed8b4b509c5e576b264c5200f2c

Access secret
e0d9d58e8315408b846d44d38814502f6566214311942889450

[Regenerate credentials](#) [Regenerate compact credentials](#)

- RM Career Site ID (optional): This is used for Join Talent Network. If Career Site ID is left blank, we will use the default Career Site from RM (Applications → Career Sites → click the specific Career Site → select the ID from the URL)



NOTE: If you are using the use case Register for Event or Apply for Job (that goes into CRM, not ATS), then there are some limitations and this should not be configured.

Required Additional Config for ATS

Talemetry User Id	178
Talemetry Company ID	98
Talemetry Access Key (For TTA)	72a92e9213d7c171d9453b7d944852216a93e8c3
Talemetry Access Secret (For TTA)	1cb441393eee4de3938fa4d75afe5e1a3676628773231291618
Talemetry Career Site Id	165

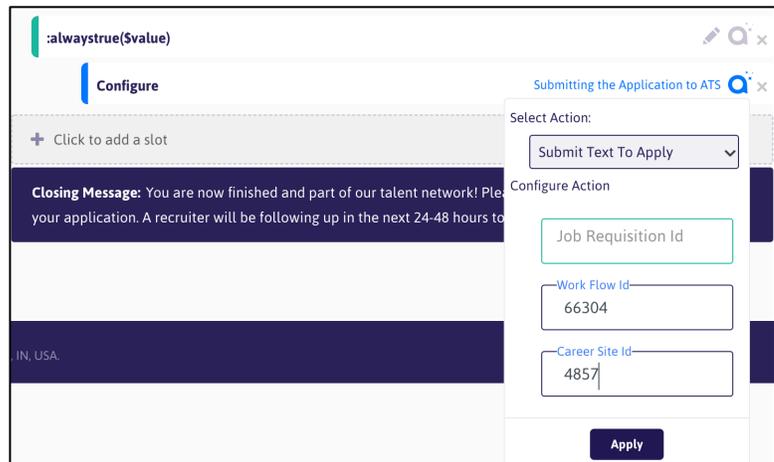
Keyword Bot

- Submit Application to ATS – Action = Submit Text-to-Apply
- Do not use Job Requisition ID field
- Required to use Workflow ID
- Required to use Career Site ID

Apply Workflow Settings for Join Talent Network

The following needs to be set up with Apply Workflow in order to support the Join Talent Network Keyword Bot.

- Apply Workflow MUST have Output to Talemtry enabled
- Apply Workflow MUST have Apply Social Media enabled
- Apply Workflow should NOT have Privacy or Welcome Page enabled (this will not work with Text-to-Apply)
- Apply Workflow should NOT have steps after Apply Social Media. You can have question steps with required questions but they must be configured in the Keyword Bot.
- Recommend using Standard Workflow (i.e. single language) not Language Workflow



LANGUAGE WORKFLOWS STANDARD WORKFLOWS

Standard Workflow: text2apply Talent Network (DO NOT REMOVE) [Edit](#) [Close](#)

External Application: An external candidate applies for a job or joins a Talent Network that results in a Candidate application. This workflow type can be configured on an external/public site or by using a launcher URL.

Workflow (Global)

Workflow Steps

<input type="checkbox"/> OFF	Privacy Agreement	First page shown to the Candidate, allowing them to opt into your application process.	
<input type="checkbox"/> OFF	Welcome Page	Explains application process and captures basic data.	
<input checked="" type="checkbox"/> ON	Apply Social Media	Configure allowable sources (resume, social media).	Edit
<input type="checkbox"/> OFF	Application Review	Configure what data you want to collect and ask the candidate to review.	
<input type="checkbox"/> OFF	Candidate Questions 1	Extra questions you want to collect from candidate.	
<input type="checkbox"/> OFF	Candidate Questions 2	Extra questions you want to collect from candidate.	
<input type="checkbox"/> OFF	Candidate Questions 3	Extra questions you want to collect from candidate.	
<input type="checkbox"/> OFF	Dynamic Questions	Request candidate to answer job-related questions.	
<input type="checkbox"/> OFF	Additional Attachments Page	Request additional document attachments from candidates.	
<input type="checkbox"/> OFF	Final Page	Last page shown to applicant. Explain what is next, gather EEO data.	
<input type="checkbox"/> OFF	Assessments	Send the candidate to a 3rd party assessments using Verify	

Workflow Options

<input type="checkbox"/> OFF	Build Extended Profile	Build an extended Profile on the Candidate after the Application is completed. Please note that this setting will only work for Talent Networks.
<input type="checkbox"/> OFF	Output to ATS	Send the Candidates to the configured ATS after apply. This should be used for most apply for jobs workflows. NOTE: the results will be sent to a location to be picked up by the Talemetry Connector.
	ATS Source Mapping	None
<input checked="" type="checkbox"/> ON	Output to Talemetry	Send the candidate to Talemetry. This should be used for all Talent Network applications.

Apply Questions for Join Talent Network

The following needs to be set up with Apply Questions for any questions the company wants to collect in the Join Talent Network Keyword Bot.

- Each question MUST have Language Aware disabled
- Question ID is case sensitive (this is a current issue where the Question ID must be all lower case will be resolved in the upcoming release)
- Each question MUST have Show on Candidate Profiles enabled
- For Multiple Choice type, only Single Answer is supported
- For Multiple Choice question answers:
 - ID and Content MUST be the same (this is a current limitation to be resolved in upcoming release)
- For the question to collect consent, use Multiple Choice/Single Answer Type and have answers being TRUE and FALSE

Edit Candidate Question

Prevent Sync Updates/Removal

Language Aware?

Question ID
consent-text

Question *required*
Do you consent to receiving text messages related to opportunities at ABC Company?

Show on Candidate Profiles

Type *required*
Multiple Choice / Single Answer

Show Dropdown Answer display type

Answers *required*

Id TRUE	Content <i>required</i> TRUE
Id FALSE	Content <i>required</i> FALSE

[Add new Answer](#)

[Save](#) [Cancel](#)

Clone Template

Navigate to **Intelligent Messaging**.

Click **Bots** → **View Dashboard (Keyword)** → **New Keyword Bot**, then select **Create Bot from Template**.

Select **Clone this Template** next to the *Template CRM – Text to Apply Bot (RM)* or *Template ATS – Text to Apply Bot (ATS with Intelligent Messaging)*.

Keyword Bot Templates	
Name	
Template - Categories Bot	Clone This Template
Template - New Graduate Bot	Clone This Template
Template - Locations Bot	Clone This Template
Template - General Careers Bot	Clone This Template
Template CRM - Text to Apply Bot	Clone This Template
Template ATS - Text to Apply Bot	Clone This Template

EVOLVE

Recruitment Marketing

Click **Go to Builder**.

The slots/workflows have already been created (city, postal code, etc).

Highlight the last question (screening question) or a custom question can be set up.. They can respond and it will be mapped. It will show under the requisition.