

Shares

Boost case managers

- Re-engagement emails to case managers (that were inactive)
- Hands on consent for resume access
 - In person (getting consent in person, + get resume access up front)
- Weekly email alerts to case managers
- Recommend jobs to share to case managers

Shares on Indeed Starts

- Sharing groups (one click sharing to a group of job seekers)
- Recently Shared with in different section (sort by most recent)
- Highlight qualified applicants to case managers

Indeed Start Serp

- “new” job label on Indeed Start Serp

Improvements to job seeker share email

- More jobs like this
- Get them to apply to more jobs
- After apply job seeker gets a job alert promo in serp
- Other job recommendations on the end of job share emails
- Job alerts for new jobs to case managers

Job Seeker Social Network

- Jobseeker, refer a friend to your case manager (social network / crowd)
- Jobseeker can send a job to another person (social network / crowd)
- Targeted advertising

Opens

GOOD-932 - Nudging (*votes: CO, CO, KJ, DD*)

- Weekly rollup reminder email for job seeker
- Getting a flag/classification from Google (in the email. Buttons on the left side of email gmail) (*votes: CO*)
- Share job reminder emails to jobseeker if action was not taken (*votes: DD*)

Get communication flowing

- Show opens to case managers
- Share job “Next Action” cards on Indeed.com for job seekers
- Allow case managers to send a text through their own phone

GOOD-931 - Email Subject Line (*votes: KK, NI, KJ, AS, DD*)

- Test new subject lines
- Emojis in subject lines
- Personalization of email subject
- Name in subject line

- Casual/human language, slang

Reply to case managers

- Allow this through dremr / chatbox

Learn More / Not Interested (actions by job seekers)

Human CTA and UX Flow

- Change primary CTA of “Learn more” to “Apply now” or “tell me more”
- Go straight to apply modal on job description page from email - more indicative of direct interest. (*voted: DD, CO*)
 - If Indeed Apply go straight to confirmation of submitting application (1-click auto apply from email)
- Simplified Shared message with job description and apply button,
- Test changing “notification settings” to “sign up for text messaging” if not signed up
- Test changing “not interested” to “pass”

Improve Content (*voted: AS, KK, KJ, DD*)

- Add salary and company into body of sharejob email
- Show badges in email
- Make content more human/conversational
- Let case manager send note about why JS is qualified.
- Move action buttons to top of email

Consent

- Make consent page friendlier and less intimidating

Case manager feedback

- Send email to case manager when JS states not interested.
- Ask case manager for more jobs like this.
- Can we tell case managers (email / dashboard?) if job seeker hasn’t consented?
- “Not Interested” survey for reason. Share responses with case manager (share quality)

Encouragement / Support (*votes: CO, AS, NI, DD*)

- Job seeker - “you started an application” reminder on Indeed.com (*votes: CO*)
- Required actions on shared jobs “Next Steps” on Indeed.com for job seekers
- Integrate chat with case manager (DREMR) (Make this work with text?)
 - Channel for encouraging the job seekers, make sure they know they are a good fit.
 - Nudging encouragement channel
 - Indeed Chat team. (Legally approved, lots of learnings here.)
- Provide existing resources on how to create Indeed Resume + use indeed apply

Applies

In person interview support

- Open Interviews / Collaboration “Go in person to apply today”
- In person application include hiring events / how / recommend to CM or JSs.
- Text 2 Apply collaboration

Increase new apply

- Indeed Start recommendations Job Description
- Job Alert promo after applying to job
- ITA for another Indeed Start job post apply

GOOD-933 - Encouragement / Support (votes: CO, AS, NI, DD)

- Case Manager assisted apply
- Provide case managers with a QR code on job descriptions on Indeed Start - they scan, it creates a text message that links to the job, they can text job to their client(s).
- Show “Qualified Applies” / “You look like a great fit for this job” in the email
- Show “Qualified applicants” in share job modal
- Check if resume exists (alert to case manager if they don’t have a resume)
- Have case manager answer screener questions for job seeker in advance.
- Follow up communication with the job seekers (send a thank you note on apply)
- How to apply to this job on the apply page
- If they start an apply but don’t finish it send an email reminder with information on how to apply - what they need and how to get started and finish
- Remove third party jobs to increase apply rate

Category votes

Email Subject - 5 votes

Nudges / Diff Approaches - 4 votes

Application Support / Encouragement - 4 votes

Human Content - 4 votes

In person Interviews - 1 vote

Individual Feature votes