

**Revolutionising  
recruitment  
engagement with  
WhatsApp and AI  
automation.**





**Wendy McDougal**  
CEO & Founder at  
Firefish Software

*" Firefish supercharges recruitment agencies, boosting profitability like never before! Through our exciting partnership with Payemoji's WhatsApp Business Platform, recruiters can now connect with candidates at scale using WhatsApp and AI-powered automation. Every conversation is seamlessly captured in your Firefish account, ensuring you never miss a beat. Transform your recruitment game with Firefish and Payemoji! "*



# Why WhatsApp for Recruitment



**Trusted Sender, Verified Blue Tick**



**All candidate conversations stored in your Firefish account**



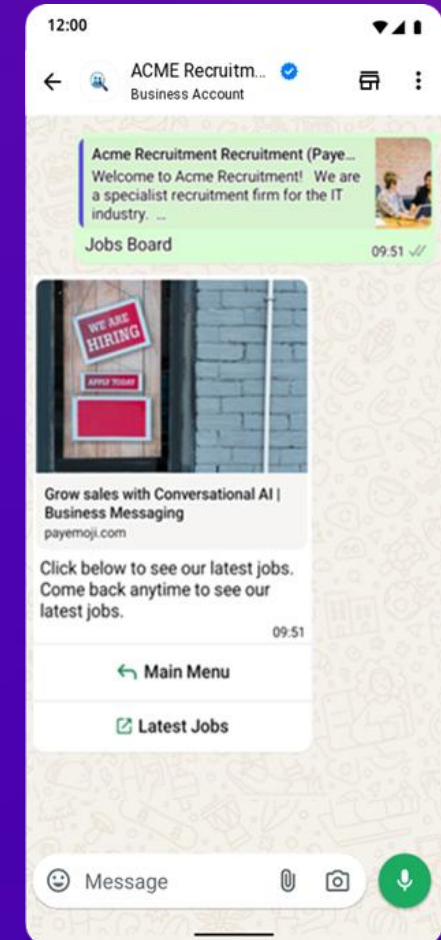
**Feature rich Call-to-Actions  
e.g. Upload resume, apply now, job notifications**



**Grows sales w/ 90% Open Rates & > 40% Engagement Rates**

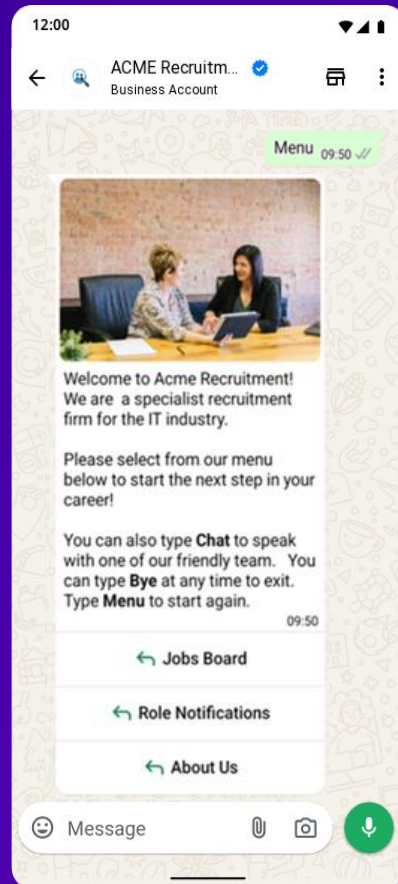


**Automate any recruitment journeys with WhatsApp AI e.g. apply for role**



# WhatsApp Recruitment Journeys Examples

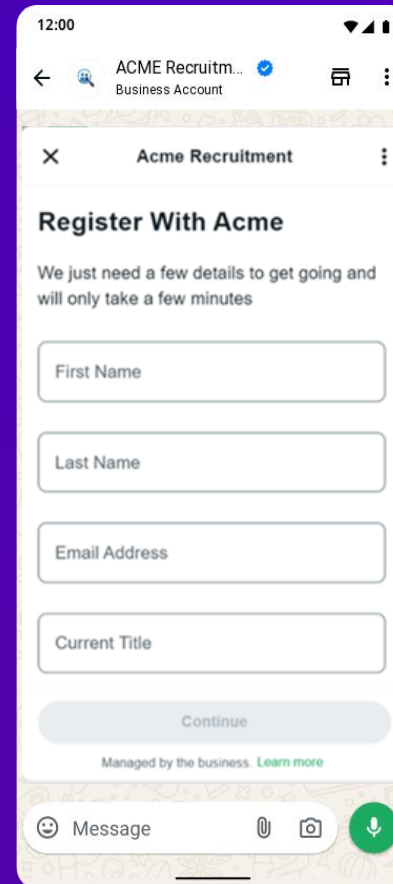
## AI Assistant



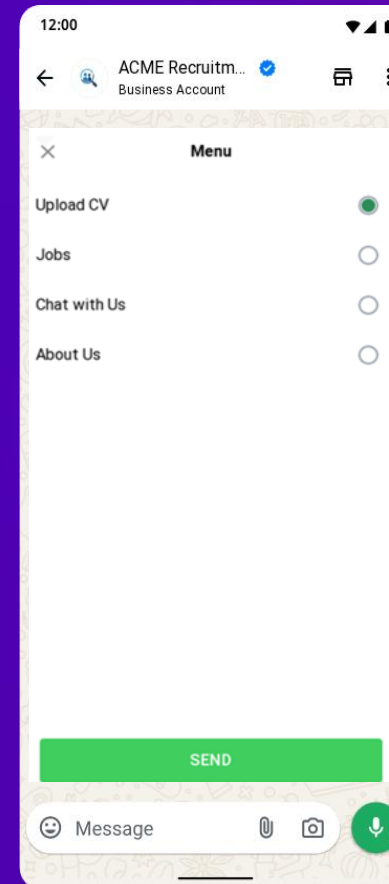
## Preferences



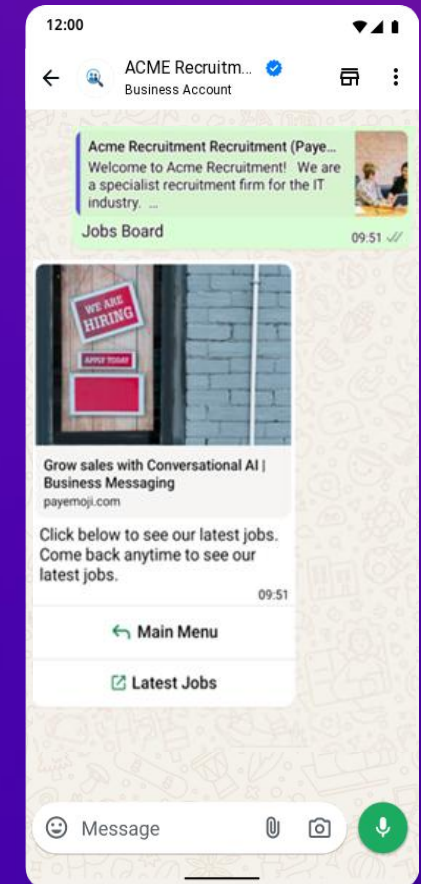
## Apply / Register



## Share Documents

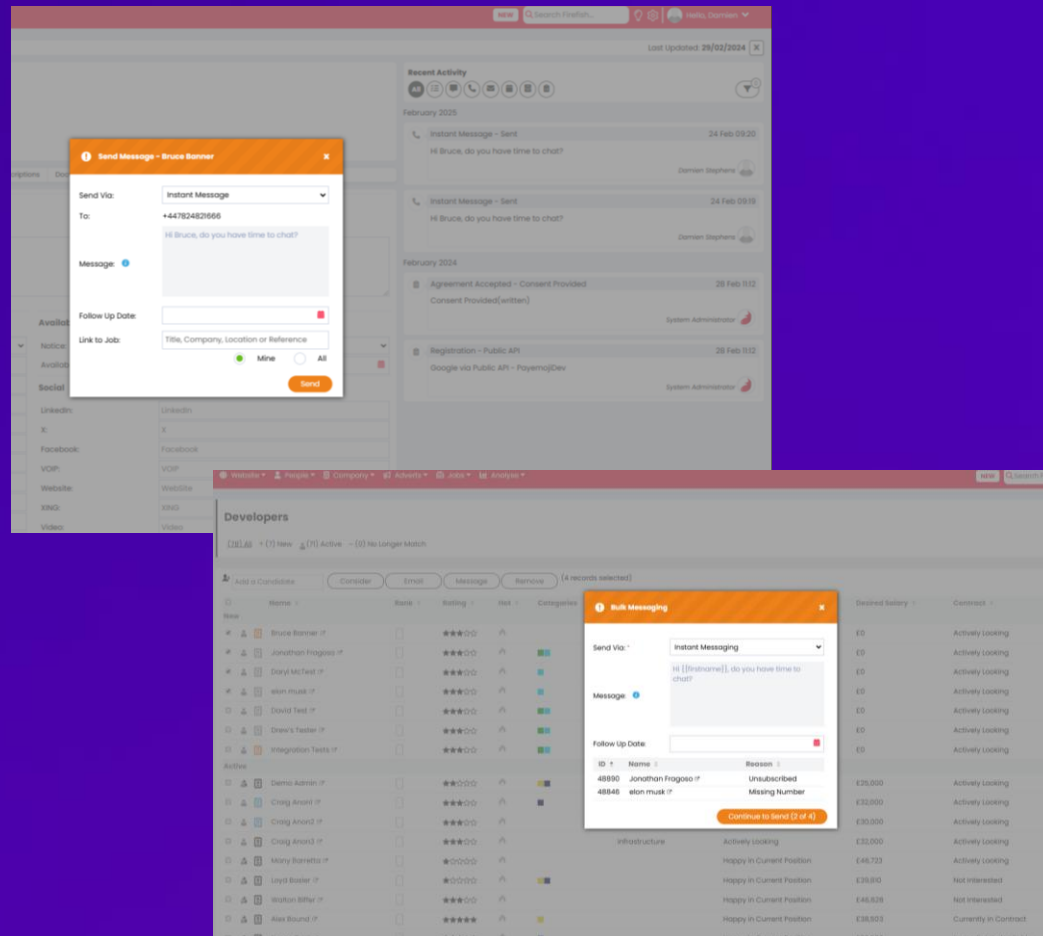


## Jobs Board



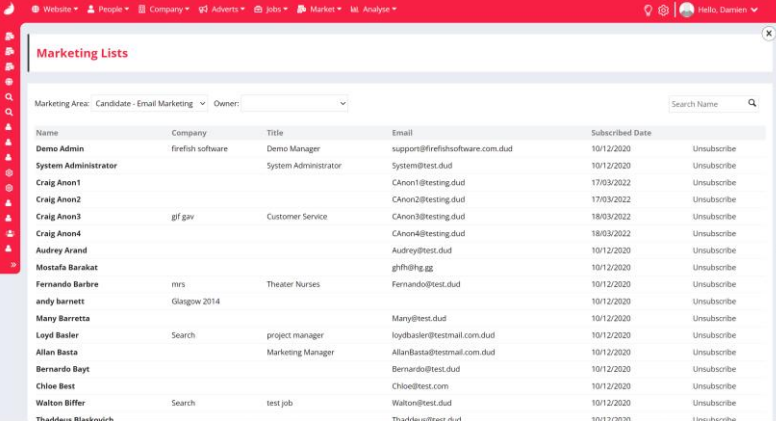
All WhatsApp conversations stored in your Firefish account

# Start a Conversation Direct from Firefish



- Initiate a conversation with a Candidate direct from Firefish e.g. send “Do you have time to chat”
- Even send to multiple people in one click from Talent Pools and Saved Searches
- All messages are recorded within Firefish CRM, never miss a conversation, between recruiters and candidates.

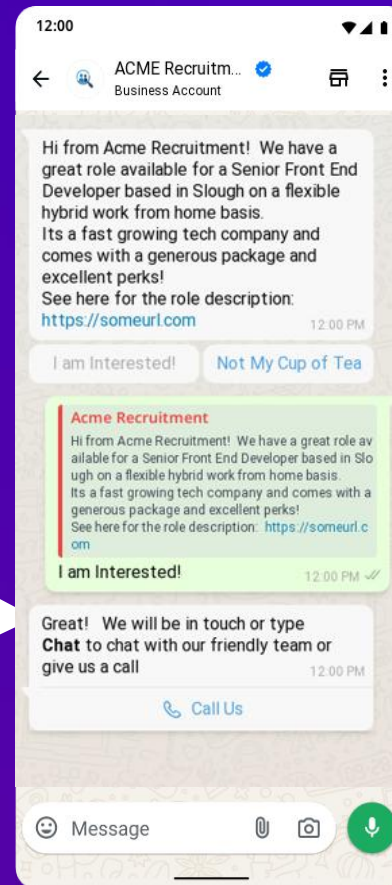
# Bulk Messaging from Firefish



Marketing Lists

Marketing Area: Candidate - Email Marketing Owner: Search Name

Name	Company	Title	Email	Subscribed Date	
Demo Admin	firefish software	Demo Manager	support@firefishsoftware.com.dud	10/12/2020	Unsubscribe
System Administrator		System Administrator	System@test.dud	10/12/2020	Unsubscribe
Craig Anon1			CAnon1@test.dud	17/03/2022	Unsubscribe
Craig Anon2			CAnon2@test.dud	17/03/2022	Unsubscribe
Craig Anon3	gff.gov	Customer Service	CAnon3@test.dud	18/03/2022	Unsubscribe
Craig Anon4			CAnon4@test.dud	18/03/2022	Unsubscribe
Audrey Arand			Audrey@test.dud	10/12/2020	Unsubscribe
Mostafa Barakat			ghfhl@hg.eg	10/12/2020	Unsubscribe
Fernando Barbra	nrs	Theater Nurses	Fernando@test.dud	10/12/2020	Unsubscribe
andy barnett	Glasgow 2014			10/12/2020	Unsubscribe
Many Barretta			Many@test.dud	10/12/2020	Unsubscribe
Loyd Basler	Search	project manager	loydbasler@testmail.com.dud	10/12/2020	Unsubscribe
Allan Basta		Marketing Manager	Allanbasta@testmail.com.dud	10/12/2020	Unsubscribe
Bernardo Bayt			Bernardo@test.dud	10/12/2020	Unsubscribe
Chloe Best			Chloe@test.com	10/12/2020	Unsubscribe
Walton Biffer	Search	test job	Walton@test.dud	10/12/2020	Unsubscribe
Thaddaeus Blackwood			Thaddaeus@test.dud	10/12/2020	Unsubscribe



Send campaign messages using WhatsApp direct from Firefish!

Payemoji can you help you create messages the user can respond to and we can write these back into Firefish and help you automate these time consuming tasks!

A great user experience and instant feedback for the client to build a shortlist.



# Bulk Messaging - Notifications

### New Campaign

Overview

Recipient

Name\*

Candidate Notifications

Channel Group\*

ABC Recruitment Channel Group

Channel\*

WHATSAPP (ABC Recruitment WA Channel)

Template\*

Job Notify Basic

Variables (2/2)

{{role\_title}}\*

Senior Software Developer

{{location}}\*

Surrey

Notification Message

**Job Notify Basic**

Hi this is ABC Recruitment with a role you may be interested in! Our client is look for a **Senior Software Developer** and is based in **Surrey**. We think this role might suit your particular experience and skills so we are reaching out to gauge your interest. If you click Interested below we will forward you the job description and more information. Otherwise just click No and we will know!

0

Cancel

Next

- Inbuilt with Bulk Messaging for Notifications
- Recruitment templates can be issued and filled with specific information for that campaign (e.g role, company, location etc)
- Imports of lists (but can be saved)
- All conversations are recorded within your Firefish account

**Interactive templates** can be sent including buttons and automated responses, forms or other workflows. Allows different levels of automation to reduce time to sort candidates!

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# ABOUT



Firefish is at the forefront of data-driven recruitment, empowering agencies with the data needed to make smarter decisions, faster.

As a multi-award-winning recruitment CRM, supporting data-driven recruiters in over 25 countries. We've built a community of recruiters who don't just fill roles quickly; they are equipped with the insights that enable them to understand market trends, anticipate needs, and make data-driven decisions that accelerate profitable growth.

Powering a community of recruiters that aren't just keeping up but leading the way.



# ABOUT Payemoji

Payemoji is a conversational commerce company based in Ireland, specializing in OMNI channel messaging and conversational commerce e.g. WhatsApp, FB, Insta etc.

The problem we solve is that businesses struggle to effectively engage customers today e.g., SMS = Fraud, Email = Junk, Voice = Calls Screened, Apps = Download Fatigue, Notifications muted.

Our Conversational commerce solution is to enable businesses to engage with their customers through personalized, interactive, and secure communication using business messaging apps like WhatsApp, taking digital payments natively in messaging, and secure notifications e.g. insurance renewals.

**Thank you**

