Revolutionising recruitment engagement with WhatsApp and Al 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 12:00 741 ACME Recruitm... 📢 4 G : Business Account Menu 09:50 J/ Welcome to Acme Recruitment! We are a specialist recruitment firm for the IT industry. Please select from our menu below to start the next step in your career! You can also type Chat to speak with one of our friendly team. You can type Bye at any time to exit. Type Menu to start again. 09:50 S Jobs Board Role Notifications About Us Message 0 J

Preferences	Apply / Register	Share Documents	Jobs Board
12:00	12:00	12:00	12:00
← 🔍 ACME Recruitm 🤗 🛱 🗄	← 🔍 ACME Recruitm 🔗 🛱 🗄	← 🔍 ACME Recruitm 🤗 🛱 🗄	← 🔍 ACME Recruitm 🤗 🛱 Business Account
Role Notifications 09.51 🛷	× Acme Recruitment :	× Menu	Acme Recruitment Recruitment (Paye Welcome to Acme Recruitment! We are
Would you like to receive notifications from Acme Recruitment on WhatsApp about new roles which you may suit you? Don't worry	Register With Acme	Upload CV	a specialist recruitment firm for the IT industry Jobs Board 09:51
we will not bombard you just those that relevant! 09.52 Confirm No Thanks	We just need a few details to get going and will only take a few minutes	Jobs O Chat with Us	
Acme Recruitment Recruitment (Payemoji) Would you like to receive notifications from Acme Recruitment on WhatsApp about new roles which you may suit you? Dont worry we will not	First Name	About Us	
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All WhatsApp conversations stored in your Firefish account

Start a Conversation Direct from Firefish

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- 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

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Hi from Acme Recruitment! We have a great role av ailable for a Senior Front End Developer based in Slo ugh on a flexible hybrid work from home basis. Its a fast growing tech company and comes with a generous package and excellent perks!

See here for the role description: https://someurl.c

I am Interested!

om

Great! We will be in touch or type Chat to chat with our friendly team or give us a call 12.00 PM



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

Name* Candidate Notifications	Channel Group* ABC Recruitment Channel Group
Channel* WHATSAPP (ABC Recruitment WA Channel)	Template* X ✓ Job Notify Basic
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{{role_title}}* Senior Software Developer	
{(location})* Surrey	
otification Message	
÷	
Surrey . We think this role might suit your particul	interested in! Our client is look for a <u>Senior Software Developer</u> and is based in lar experience and skills so we are reaching out to gauge your interest. If you click iption and more information. Otherwise just click No and we will know!

- 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!



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 Payem ji

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.



