

AI powered Recruitment Conversations with your branded WhatsApp for Business



Payemoji

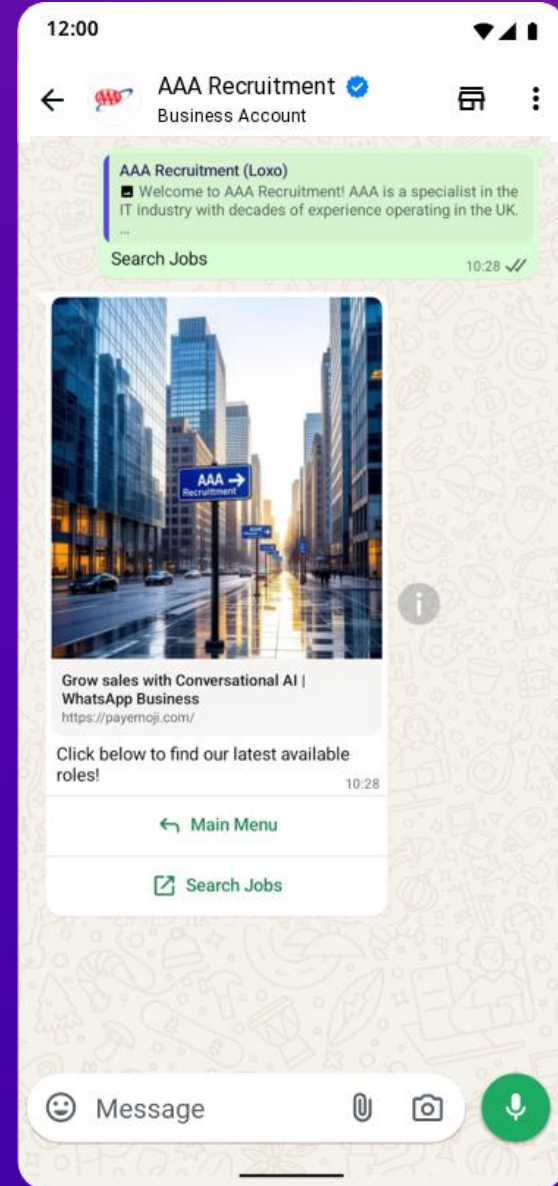




Sam Kuehnle

VP of Marketing @
Loxo

“The reality is, reaching top talent means cutting through the noise. That's why we're excited to partner with Payemoji to allow recruiters to message on WhatsApp via Loxo and Payemoji. The impact is going to be huge: recruiters can now instantly send personalized messages and urgent job alerts straight to a candidate's phone - the messages they actually open. When you combine that type of reach with smart automation to handle the busywork, recruiters aren't just saving time, they're able to focus on what matters and drive serious productivity.”



Why WhatsApp for Recruitment

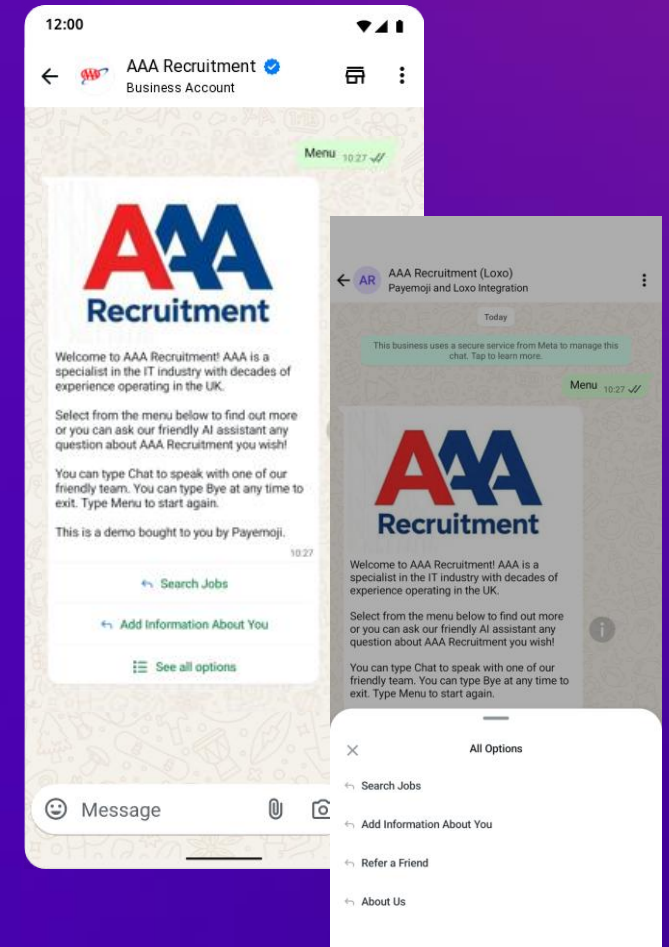
➡️ Up to 90% Open Rates and 60% Engagement Rates

📁 Create Loxo Lists & Talent Pools, and share with Payemoji – No CSV downloads needed

📢 Run bulk Personalised WhatsApp messaging campaigns integrated with Loxo lists & talent pools

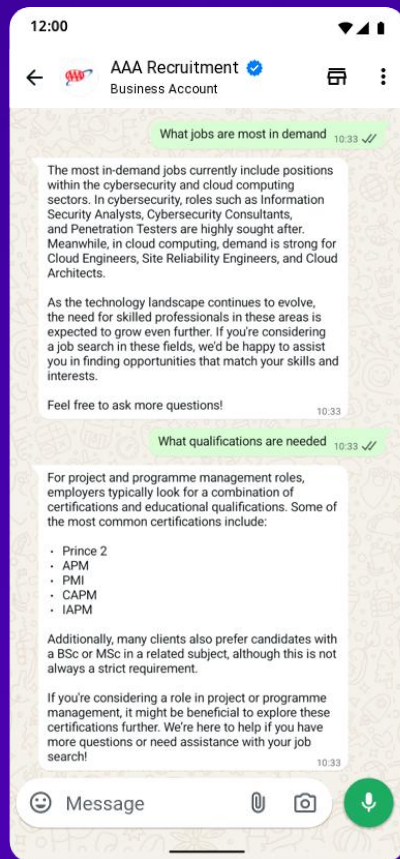
💰 Reduce communication costs while increasing team efficiency

🤖 Automate hiring tasks with AI powered WhatsApp for Business conversations

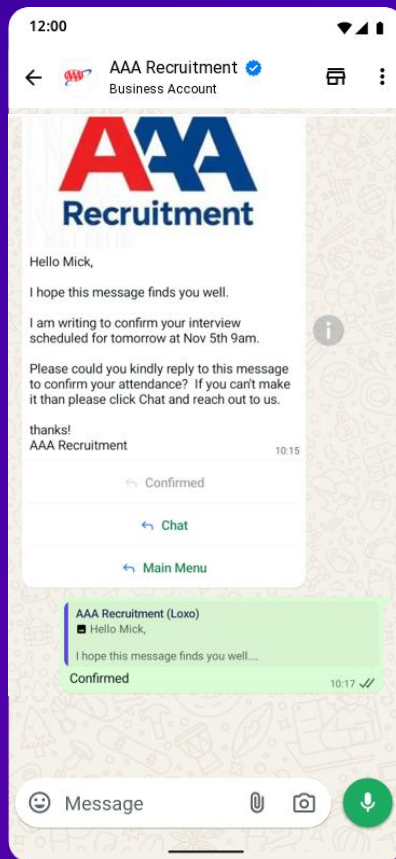


WhatsApp Recruitment Journeys Examples

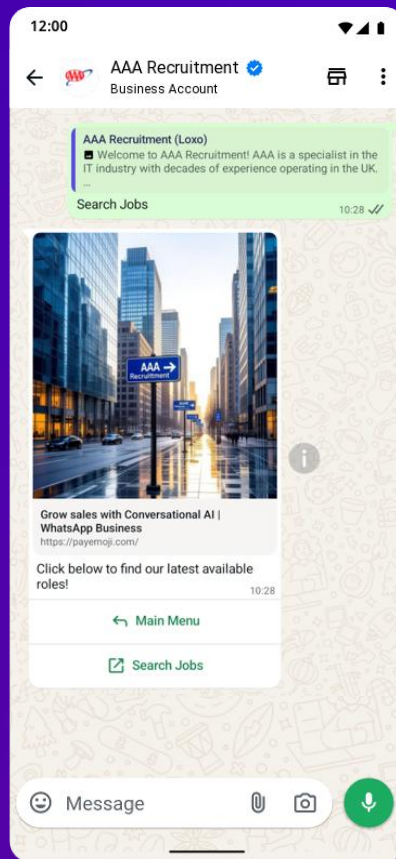
AI Assistant (Trained)



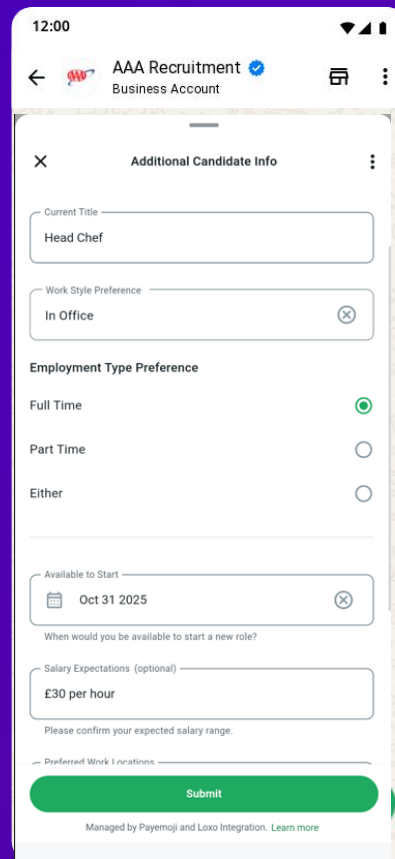
Personalised Notifications



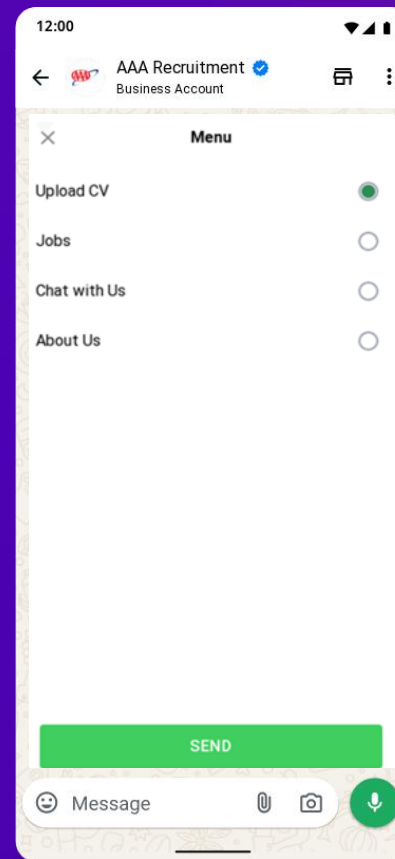
Search Jobs



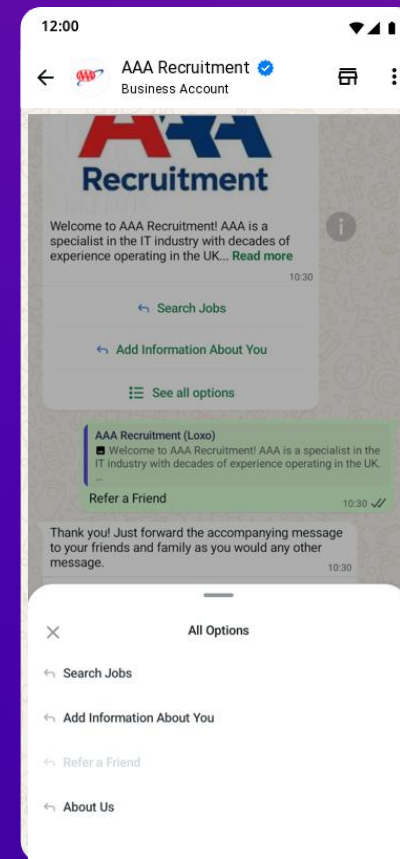
Forms



Share Documents



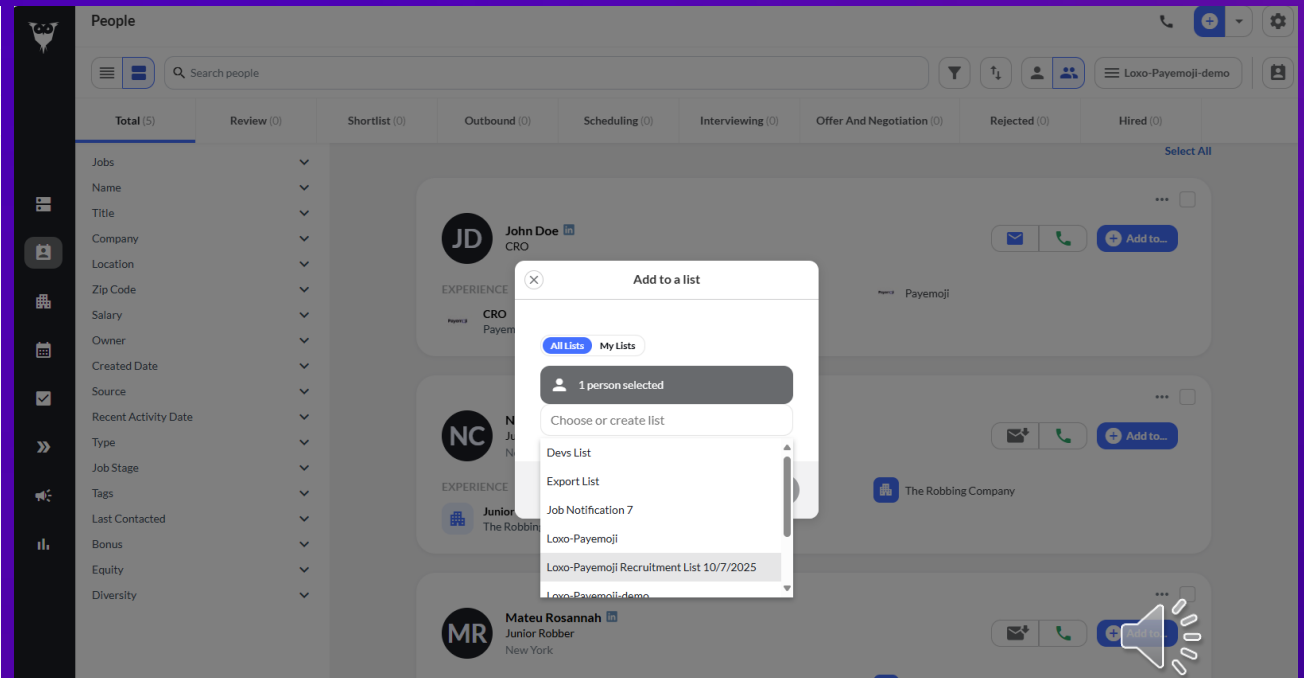
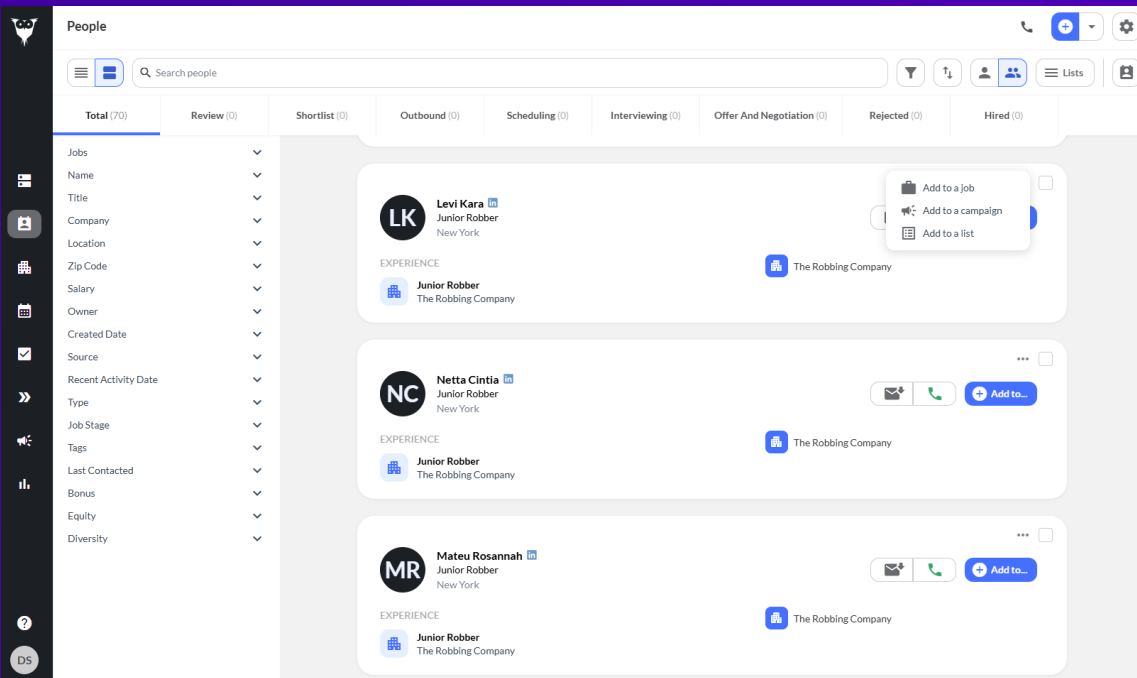
Refer Friend



Works with Candidate Lists in Loxo – CSVs optional

Search candidates in Loxo (People tab)

Add people to saved Lists in Loxo



Create WhatsApp Campaigns integrated to Loxo lists

Select a Loxo List map fields to campaign variables

Upload any CSV format

New Campaign

Overview Template Recipients

Based on

✓ Loxo List CSV File

Recipients

Loxo List*

Loxo-Payemoji Recruitment List 10/7/2025

Daryls List

Devs List

Export List

Job Notification 7

Loxo-Payemoji

Loxo-Payemoji Recruitment List 10/7/2025 ✓

Loxo-Payemoji-demo

Private Integration Test List (Do Not Modify)

Message Preview

Interview Confirmation Notification
Hello {{CUSTOMER_NAME}},

I hope this message finds you well.

I am writing to confirm your interview scheduled for tomorrow at {{Interview_Time}}.

Please could you kindly reply to this message to confirm your attendance? If you can't make it than please

Cancel Create

New Campaign

Overview Template Recipients

Based on

✓ Loxo List CSV File

Recipients

Loxo List*

Loxo-Payemoji Recruitment List 10/7/2025

Mapping Loxo Properties (1/2)

Needed Field	Field in Loxo
Phone	Loxo Field * Phone (Personal_Mobile)
Interview_Time	Loxo Field * Loxo Field

Message Preview

Interview Confirmation Notification
Hello {{CUSTOMER_NAME}},

I hope this message finds you well.

I am writing to confirm your interview scheduled for tomorrow at {{Interview_Time}}.

Please could you kindly reply to this message to confirm your attendance? If you can't make it than please

Cancel Create

OR

New Campaign

Overview Template Recipients

Based on

Loxo List ✓ CSV File

Recipients and Variable Values ⓘ

CSV File*

variables-per-recipient-layout (7).csv ✓

This file contains 1 recipients that will be messaged in the campaign.

Mapping CSV Columns (1/2)

Needed Field	Field in CSV
Phone	CSV Column * Phone
Interview_Time	CSV Column *

Message Preview

Interview Confirmation Notification
Hello {{CUSTOMER_NAME}},

I hope this message finds you well.

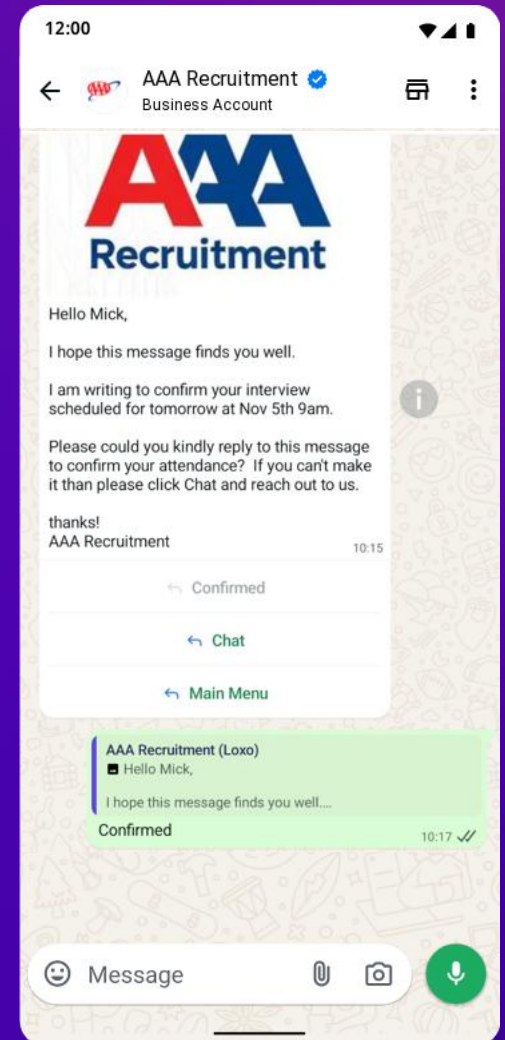
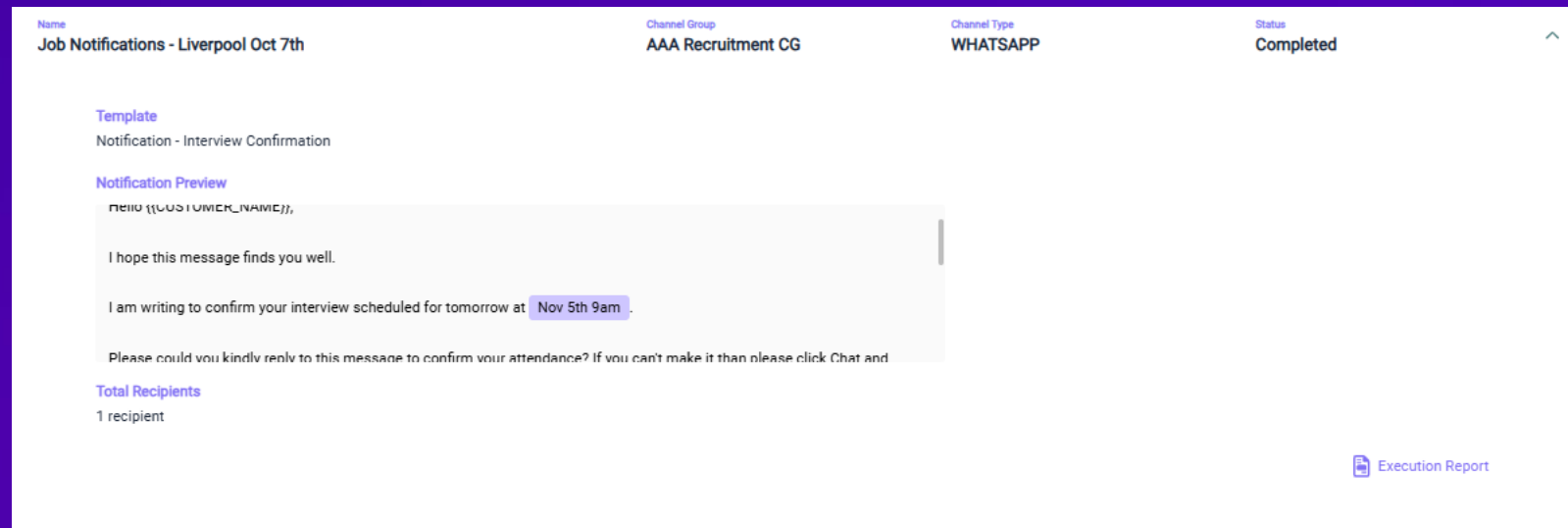
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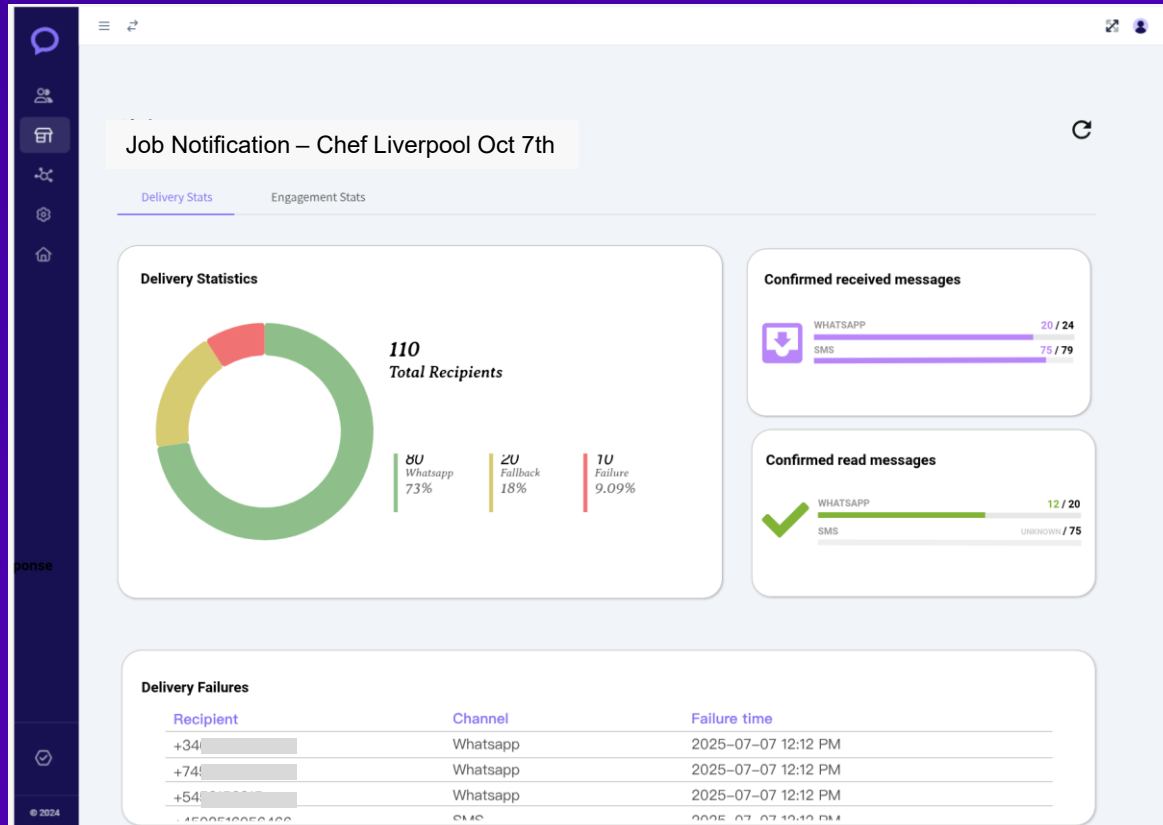
Execute personalised WhatsApp Campaigns

Candidates receive Personalised
WhatsApp conversations that they
can engage with

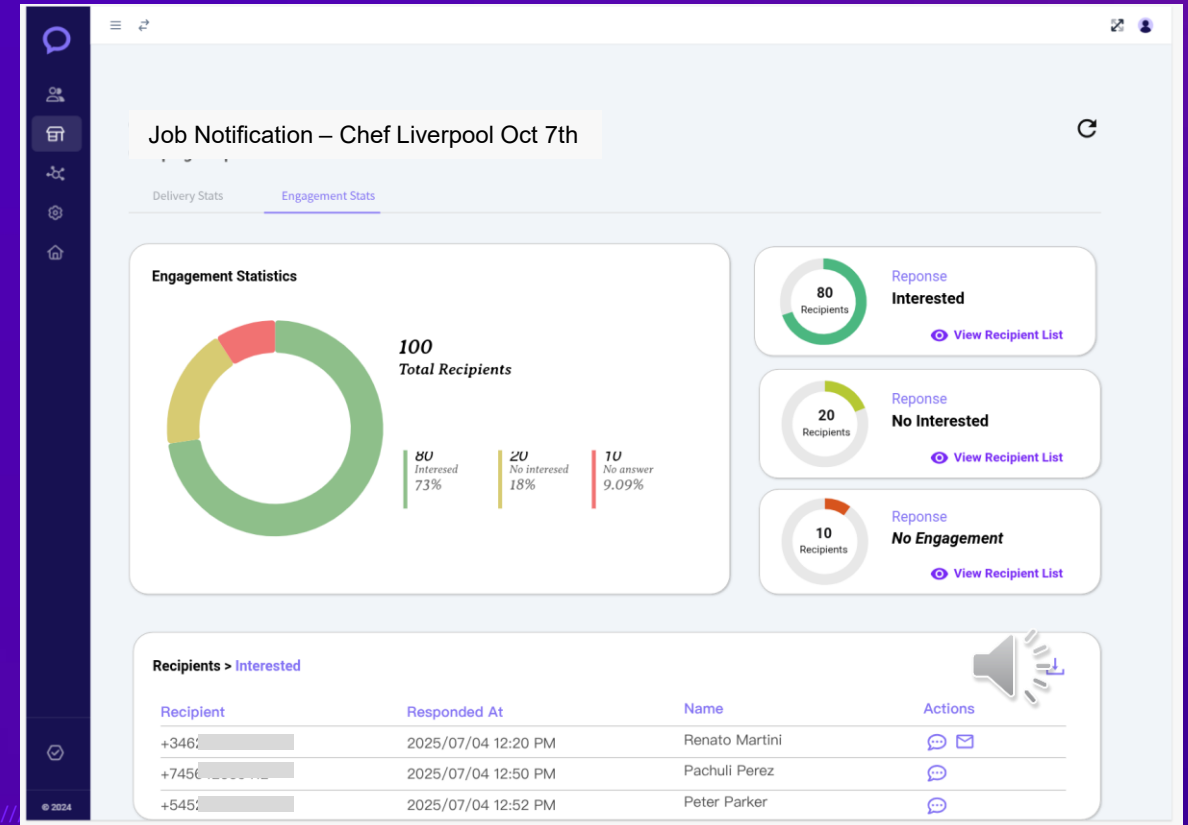


Evaluate performance with detailed reports

Deliverability Dashboard



Engagement Dashboards



ABOUT



Loxo was born, like most great things are, out of the belief that there's gotta be a better way. To recruit. To hire. To work.

From humble beginnings, Loxo has now grown to serve over 125,000 recruiters around the globe.

We believe that, as a recruiter, you're on the frontlines of the next frontier — not just filling roles but launching the careers that will define our future, one placement at a time.

We love getting to partner with you in that. Because by making your job easier, we get to be a small part of helping other people find jobs that will fulfill them and shape our future.

ABOUT Payemoji

Payemoji is an AI powered 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 AI powered conversational commerce solution is to enable recruiters to engage with candidates through personalized, interactive, and secure communication using business messaging apps like WhatsApp with secure notifications e.g. job notification

Thank you

