

# FIND, ZAP, ENGAGE

Automated Sourcing from A to Z

**ZAP**info +  AllyO



# Today's Presenters



**Doug Berg**

Chief Zapper, ZAPinfo



**David Bernstein**

Head of Industry Relations &  
Partnerships, AllyO

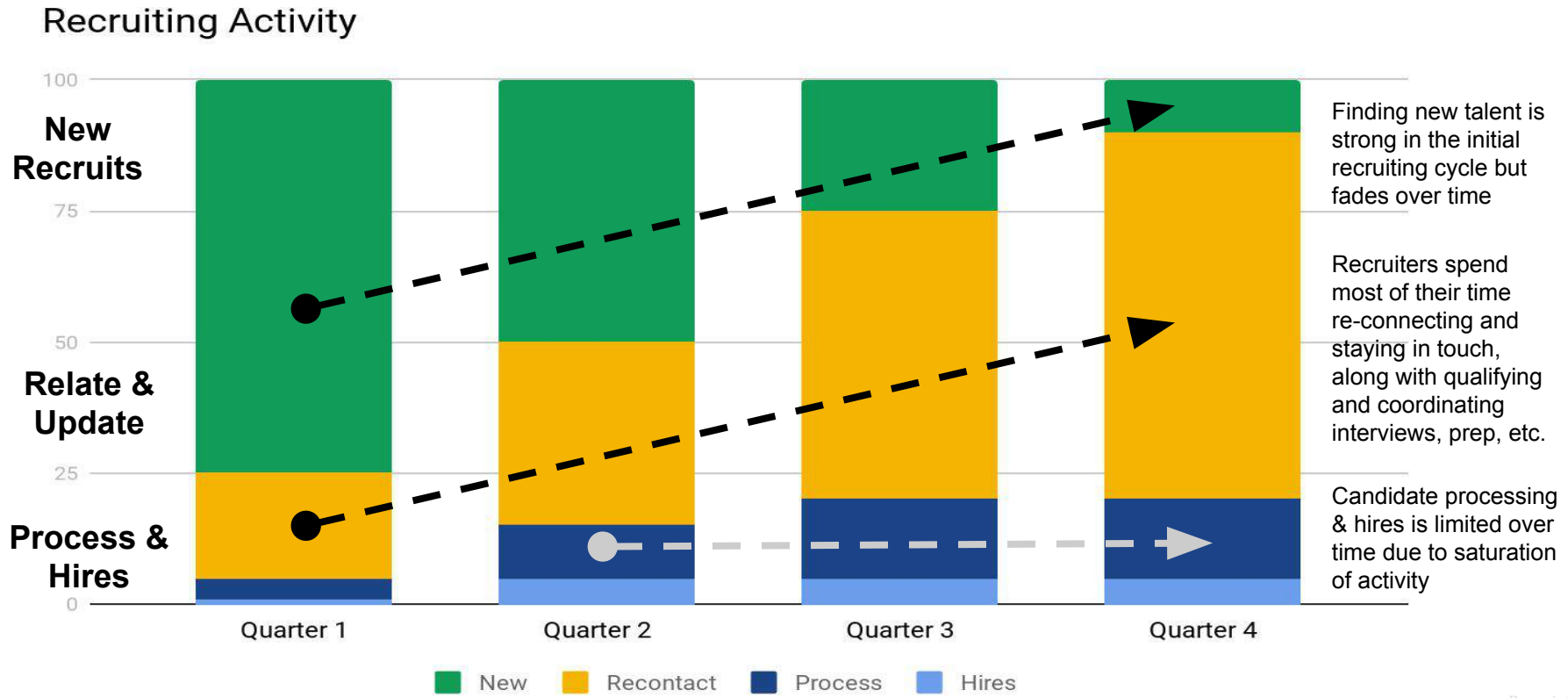
# Polling Questions

Q1: How much time per week do you spend trying to find people/sourcing?

- A) Not enough
- B) Too much
- C) Just right

Q2: How much time does it take to engage with them?

- D) Not enough
- E) Too much
- F) Just right



## Recruiting Activity

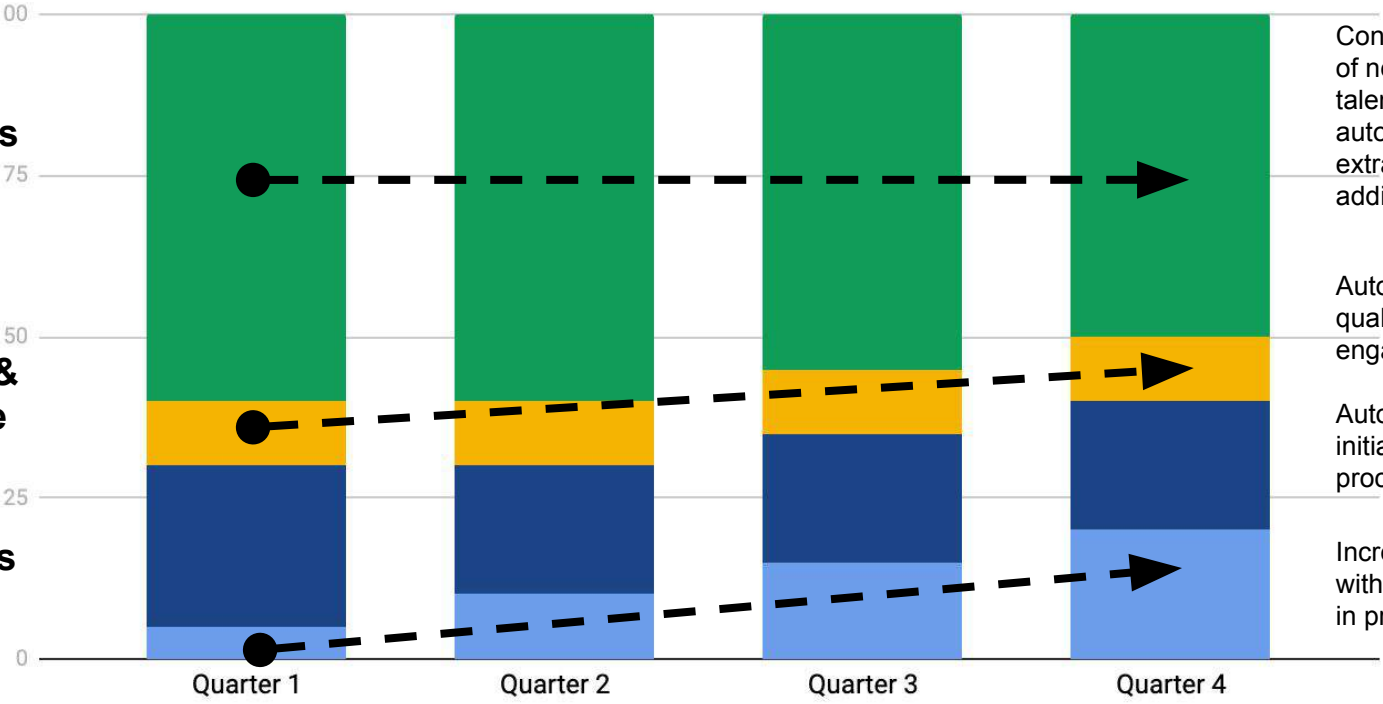
ZAPinfo

New Recruits

Relate & Update

AllyO

Process & Hire



Consistent addition of new talent into the talent pipeline due to automated finding, extraction, and adding to CRM

Automated recontact, qualification & engagement

Automated interview initiation, prep, and process management

Increased hiring output with continued increase in productivity

■ New ■ Recontact ■ Process ■ Hires



**Finds Interesting People  
& Contacts**



**Finds Out If People Are  
Interested**



# Find



- Find Talent
- Find Contact
- Gather Profile

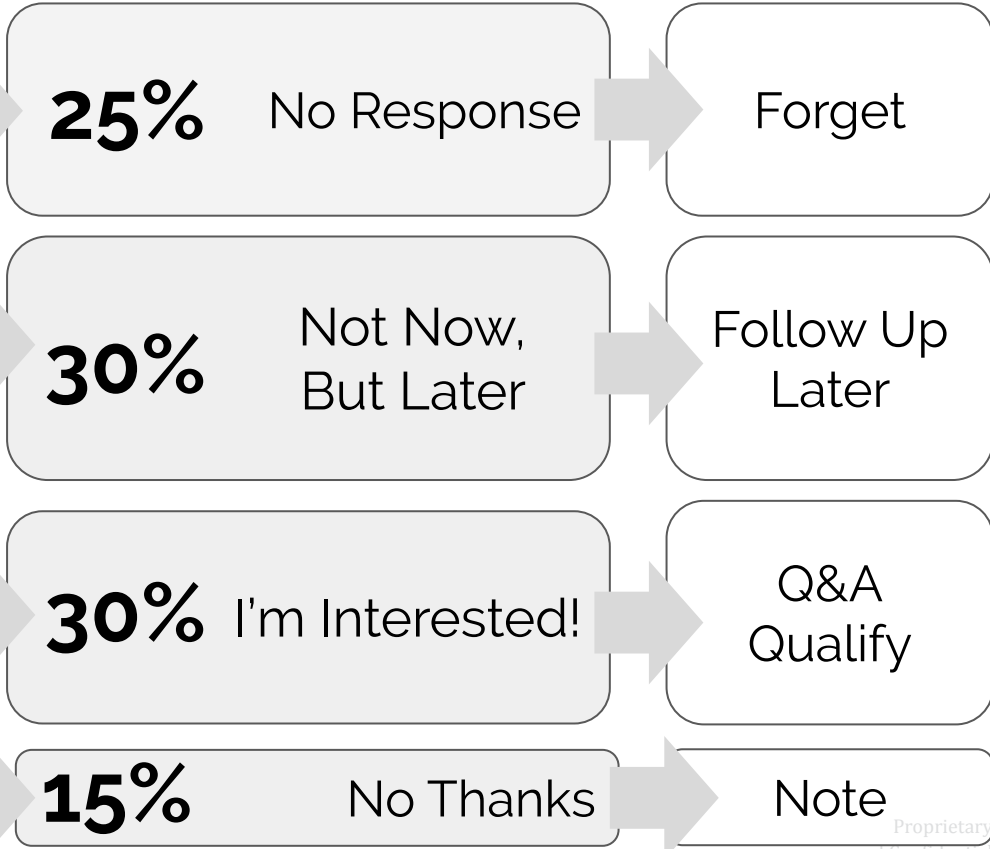
# Engage



- Make Contact
- Inquire Interest
- Measure Result



# Response



# Automated Search & Extraction

**ZAPinfo** Doug Berg

Dashboard  
My Profile  
Search Build  
Search Libra  
Knowledge

Ad

Search C

Google

LinkedIn Recruit

Google (Quora) Zap All

**LinkedIn** ("Software Developer") AND Chanhassen

**Indeed** what  
Job title, skills, or company

Sort by: **relevanc**  
recent

Distance  
within 25 mile

Summary: E  
government

**Facebook** Search

language:Python language:Javascript location:Minnesota

**GitHub**

Repositories	5M+
Code	0
Commits	0
Issues	31M+
Packages	119
Marketplace	104

693 users

**ianb** Ian Bicking  
Developer @mozilla in the Test Pilot team.  
Minneapolis, Minnesota, USA [ian@ianbicking.org](mailto:ian@ianbicking.org)

**1Marc** Marc Grabanski

# Automated Search & Extraction

**Job Title:** Use Saved ▾ Add Keyword + Clear All -

Must include all terms  
 AND with next keyword set

Software Developer - , Software Engineer - ,  
Programmer - , Coder - , Developer -

Save Search Terms

**Location:** Use Saved ▾ Add Keyword + Clear All -

AND with next keyword set

Minneapolis - , Minnesota -

Save Search Terms

**Search Keywords:** Use Saved ▾ Add Keyword + Clear All - Hide suggested (3988)

Must include all terms

Java - , j2ee - , j2me - , j2se - , javabeans - ,  
j2e - , JDK - , JEE -

Save Search Terms

**Suggested** - click to add Page 1 of 399 < prev next >

+ javascript    + android    + redis

**Terms**  Filter to only my saved terms

- HBCU - A List**  
Historically Black Colleges & Universities - A List  
6 TERMS: Alabama State University, Albany State University, Alcorn ... (show all)

**Terms**  Filter to only my saved terms

- Security Clearance Keywords**  
Security Clearance Keywords  
9 TERMS: Top Secret, SSBI, TS/SCI, secret clearance, security cleara... (show all)
- Seeking New Jobs or Opportunities**  
Seeking New Jobs or Opportunities  
6 TERMS: Actively Seeking A New Role, Actively Seeking New Job, A... (show all)
- US Citizen or Green Card Authorized**  
US Citizen or Green Card Authorized  
7 TERMS: US Citizen, U.S. Citizen, United States Citizen, Green Card, ... (show all)

# Automated Enrich & Engagement

Google site:linkedin.com/in/ ("Software Developer") AND AROUND:Chanhassen Minnesota

**MULTI EXTRACT** cancel

Extraction Type:  Records on this page  Pages of results

Select records to extract

Clint McMahon

Gerhardt VanDerBeek

Justin Hui - Software Engineer

Brian Andreasen

Nate Reitsma, CSM

Michael Harlow

Sathra Kuoch - Software Engineer

9 / 9 selected

**ZAPBOARD** 9 **ZAPLETS** 11 **TOOLS**

0 selected Select: None | All

			Adan Perez	Lead Engineer	Target	adan.perez@target.com				
			Nathan Guggenberger	Software Engineer	Microsoft	nathan.guggenberger@...				
			Sathra Kuoch	Associate Application E...	Thrivent Financial	sathra.kuoch@thrivent...				
			Michael Harlow	Lead Mobile Engineer	Fitness On Demand	mharlow@fitnessondem...				
			Nate Reitsma CSM	Application Developme...	C.H. Robinson	nate.reitsma@chrobins...				
			Brian Andreasen	Software Engineer	CTC	andreasenb@ctc.com				
			Justin Hui	Software Engineer	Garmin	justin.hui@garmin.com				
			Gerhardt VanDerBeek	Software Engineer	Grason-Stadler	gerhardt.vanderbeek@s...				

# Automated Capture & Connection

Get Business Internet. - Then, add Phone & TV for just \$34.90 more per month

**Doug Berg** **ZAPinfo**  
Chief Zapper  
Excelsior, MI

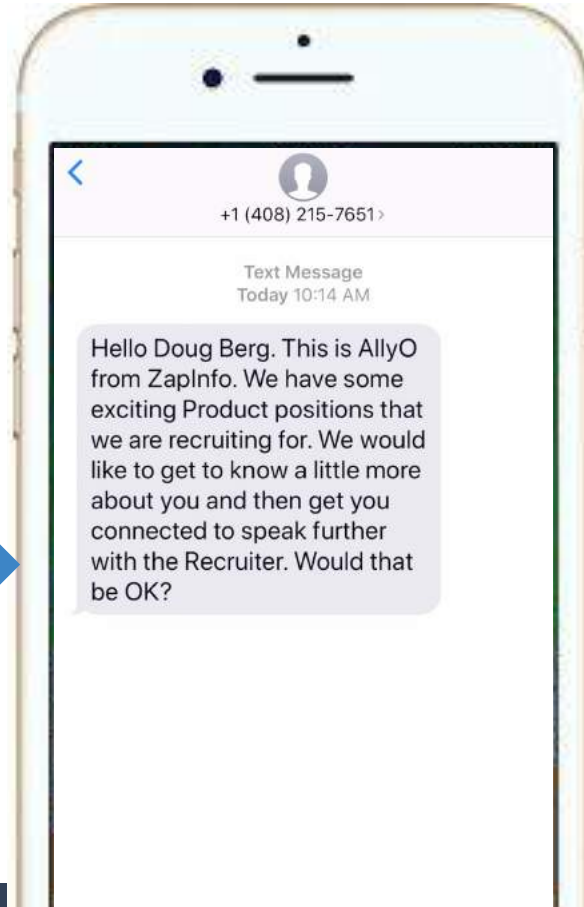
Consent URL generated  
URL Engage

**Doug Berg**  
Chief Zapper @ ZAPInfo

Full Name	Doug Berg
Title	Chief Zapper
Company	ZAPInfo
Mobile Phone	952200
Work Email	doug@zapinfo.co
Personal Email	douglasberg@gmail.com

**PUSH TO ALLYO**

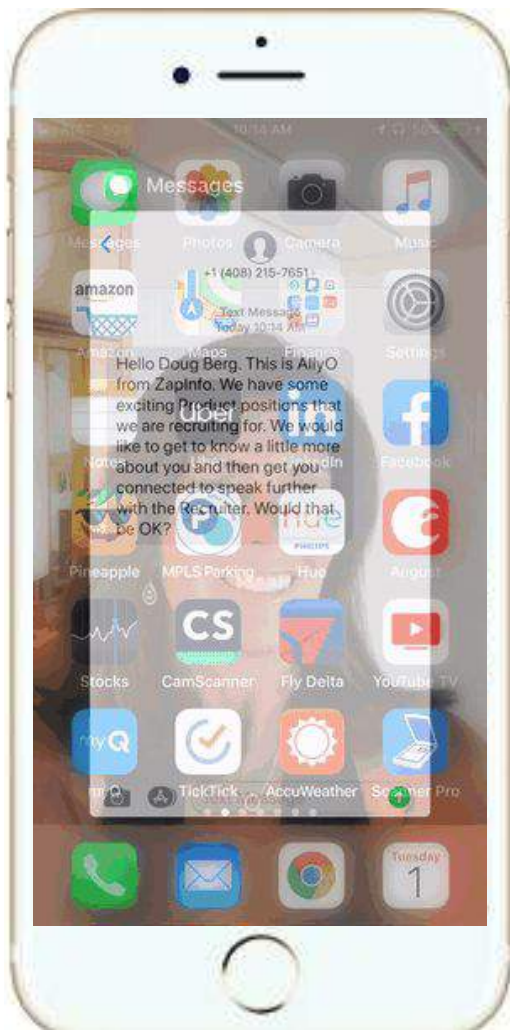
**Zap Out**





# Conversational AI Checks

- Interested
- Qualified
- Availability





# Omni Channel Engagement

## Email

candidate@gmail.com

Hilton Careers: How's it going Megan?

Hi Megan, just checking in with you to see how things are going and if you have any questions.

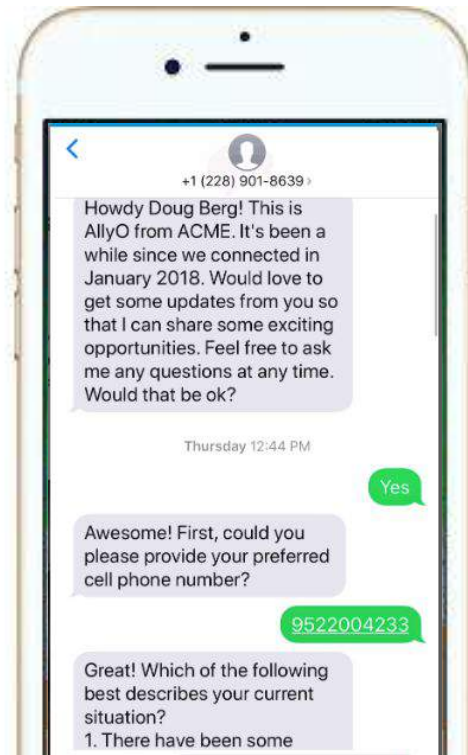
Please let me know, and reply to this email if you have any questions.

--  
Hilton Recruiter]

## Web Chat



## Mobile / SMS





# Provides Summary Highlights of Candidate

**Doug Berg**  
*+19522004233*  
*douglasberg@gmail.com*

<b>Position</b>	Product Manager, Sales Cloud Strategy
<b>Connected On</b>	09/30/2019 21:23 PM
<b>Interview</b>	10:30AM Thursday, 10/03/2019
<b>Interview Type</b>	Phone
<b>Location</b>	2035 NW Cornelius Pass Rd, Hillsboro, OR 97124
<b>User Status</b>	Scheduling ▾

*Qualification*

Would you mind sharing how many years of B2B Product Management experience you have? - 8

Which ERP / CRM Products are you most familiar with? - Salesforce

*Text Assessment*

**Result : Passed**  
**Score : 3/3**

**Product Manager job involves which of the following tasks?**

- Gather requirements
- Manage product development and launch
- Manage product performance
- All of the above

**Answer: All of the above**

# Supports 1:1 Communication

☰

DASHBOARD INSTRUCTIONS
Internal
➤

## Applicant Tracker

To

Total Records: 2

NAME ▾	LIVE ▾	ROLE ▾
David Bernstein	☰	Product Manager, Sales Cloud Strategy
Doug Berg	+	Product Manager, Sales Cloud Strategy

Total Records: 2

Doug Berg
➤

Hi Doug, this is the recruiter. What other questions do you have?
 10/02/2019 05:37 AM

Product Manager job involves which of the following tasks?
 

- Gather requirements
- Manage product development and launch
- Manage product performance
- All of the above

**Answer: All of the above**

For a mature stage product, what should Product Manager specifically do?
 

- Defend against competitive marketing tactics
- Protect product margins
- Identify adjacencies to renew growth
- All of the above

**Answer: All of the above**

All of these are characteristics of a great Product Manager, except:
 

- Strategic thinker and great executor
- Focused only on technical aspects of the product
- Master Collaborator
- Detail oriented

**Answer: Focused only on technical aspects of the product**

➤

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REMINDER STATUS STATUS ▾

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☰
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Scheduled Phone ▾

✉
☰
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Live Chat ▾

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# Deep Bi-Directional Integration

Get Business Internet. - Then, add Phone & TV for just \$34.90 more per month

**Doug Berg**  
Chief Zapper at ZAPinfo  
Excelsior, Minnesota

- Full Name
- Title
- Company
- Mobile Phone
- Work Email
- Personal Email
- LinkedIn Url
- Address 1
- Address 2

Context Menu Options:

- ZAP INTO PAGE
- CLIPBOARD
- WEB LINK
- PDF RESUME
- ZAP TO COMMONLY USED
- PUSH TO WORKDAY
- PUSH TO AVATURE
- PUSH TO SUCCESSFACTORS
- PUSH TO PHENOM PEOPLE
- PUSH TO PIPEDRIVE
- PUSH TO JOBVITE ENGAGE
- PUSH TO ALLYO
- Zap Out

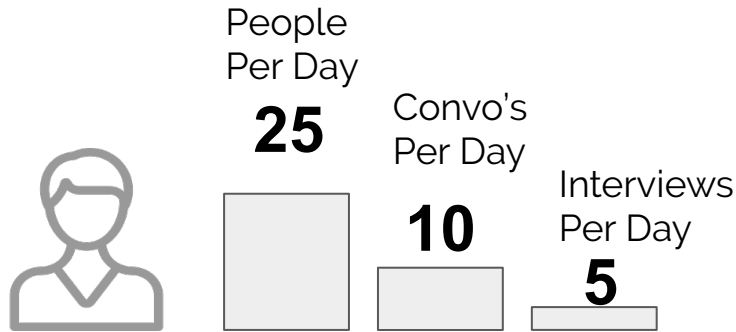


Talent CRM's	Avature	beamery
	jibe	Bullhorn Hire
Recruitment Marketing	phenom people	SMASHFLY
		Talemetry
Other ATS Systems	iCIMS	ORACLE
	Kenexa	Taleo Jobvite
Chat, Background & Scheduling	AllyO	HackerRank
	convey	Checkr
Payroll Or On-Boarding	ADP	servicenow
	A more human resource.	CERIDIAN

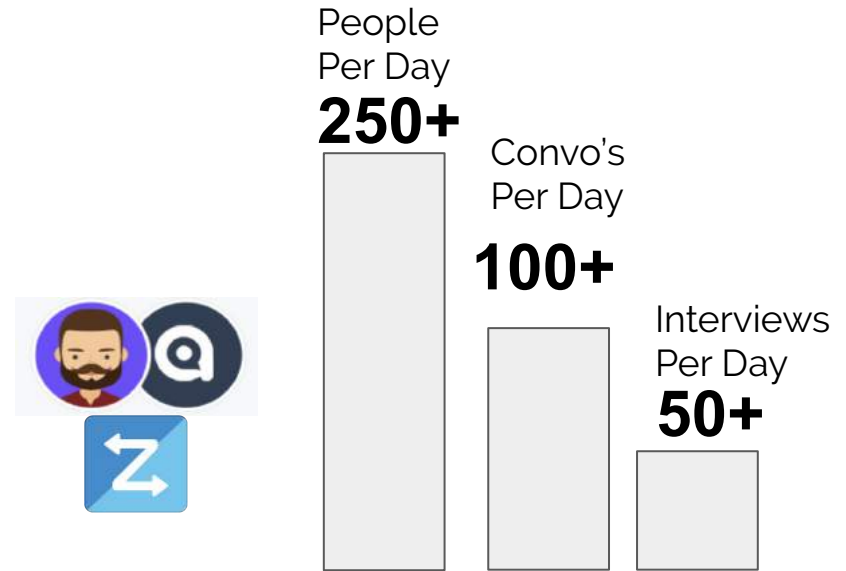


“ Now I can be focused on building relationships versus scouring for data. ”  
-RentPath Media Company

## Manual Recruiters



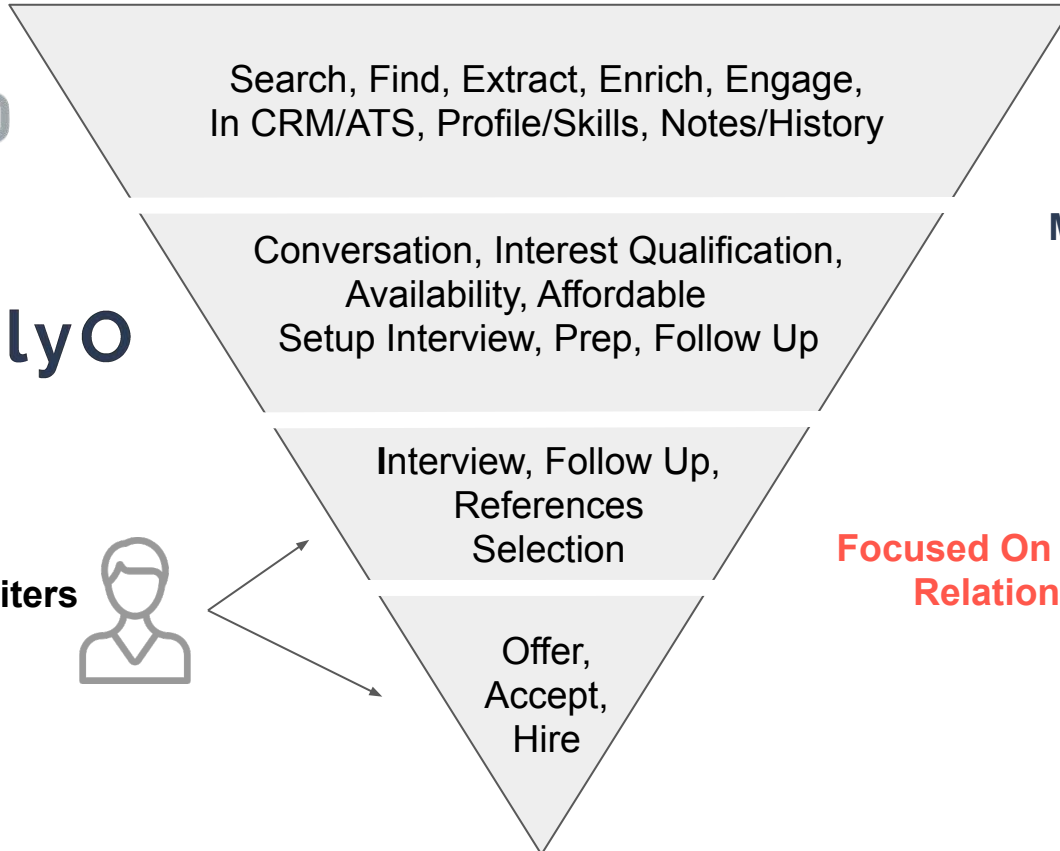
## Automated Recruiters



# Recruiters Focus On Relationships & Results



Recruiters



**Automates Top & Middle Funnel Activity To Optimize Q&Q**

**Focused On Results & Relationships**

# FIND, ZAP, ENGAGE

Automated Sourcing from A to Z

ZAPinfo + Allyo



## Stay Connected

David Bernstein [davidb@allyo.com](mailto:davidb@allyo.com) ; /in/davidsethbernstein

Doug Berg [doug@zapinfo.io](mailto:doug@zapinfo.io) ; /in/douglasberg