

Train by Cell™

Is this your first time using Train by Cell?

☒ Yes

☐ No

What is your main purpose for using Train by Cell?

☐ Mobile Websites

☐ Text Message Initiatives

☐ Mobile Storage

☒ All of the Above



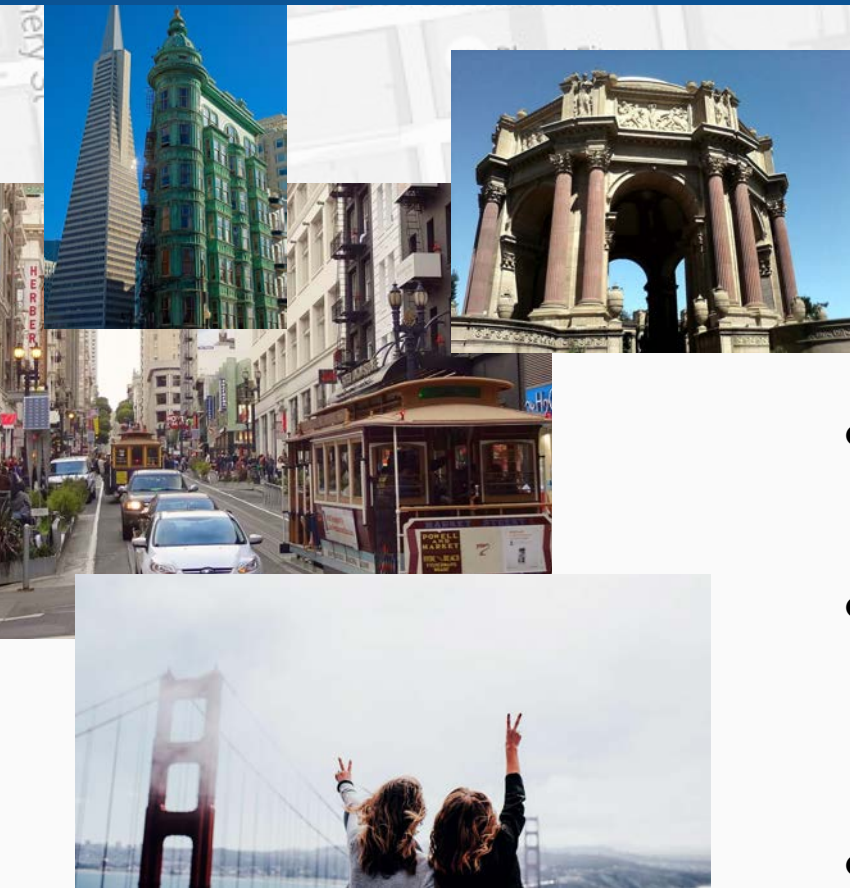
engage by cell

Workforce Development Goes Mobile

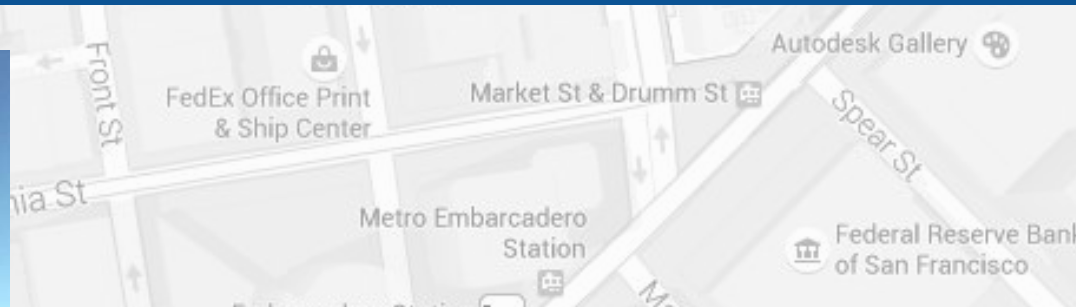




About Us



- Providing mobile solutions for ten years
- Combines mobile technology with engagement and education strategies
- Deep workforce experience





Statistics



91% of U.S. citizens carry their phone within reach 24/7.

(Morgan Stanley)



An estimated 98% of all SMS messages are opened, but only 20% of emails are looked at.

(Digital Marketing Magazine)



Text messages can be 8x more effective at engaging workforce.

(Cellit)



Additional Statistics



There are approximately 600 million more mobile devices on the earth than people.

(Litmos, eLearning)



1 in 3 people leave their organization within the first year at a cost to the company of up to 3x their salary.

(Sh!ft eLearning)



70% of people say that training and development opportunities influence their decision to stay with a company.

(Sh!ft eLearning)



Total loss to a business from ineffective training: \$13.5M per year/1000 employees.

(Sh!ft eLearning)



Two Cloud-Based Offerings



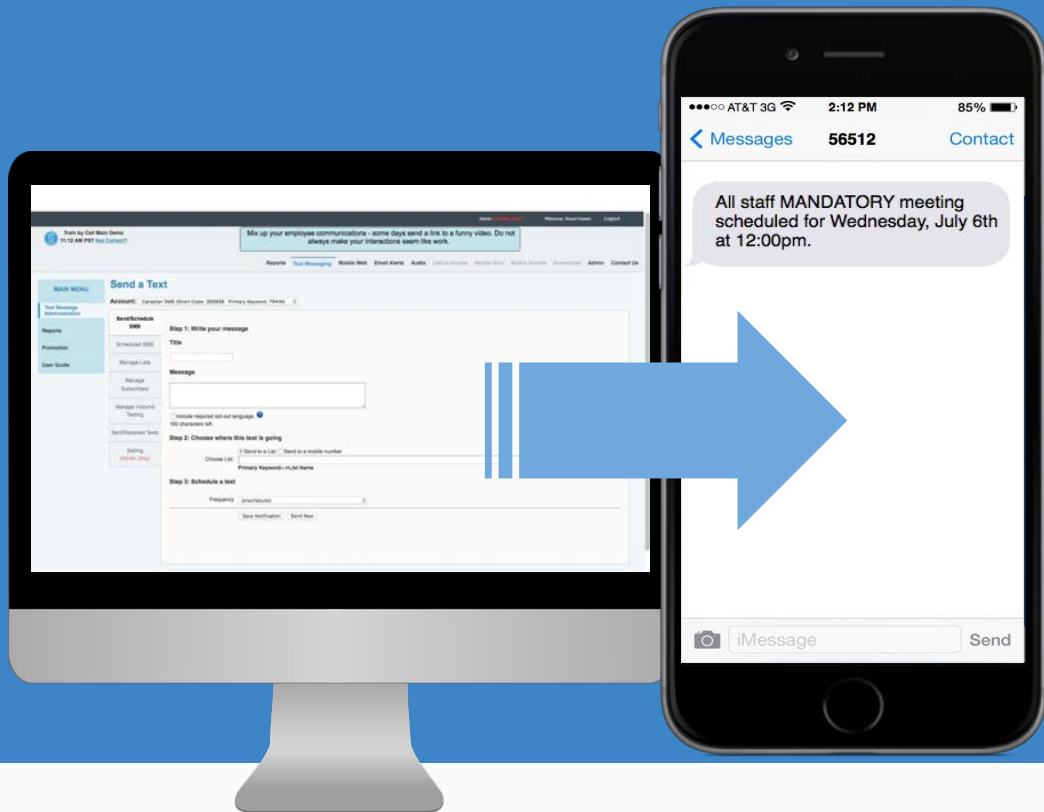
SMS



Mobile Web



What We Offer - SMS

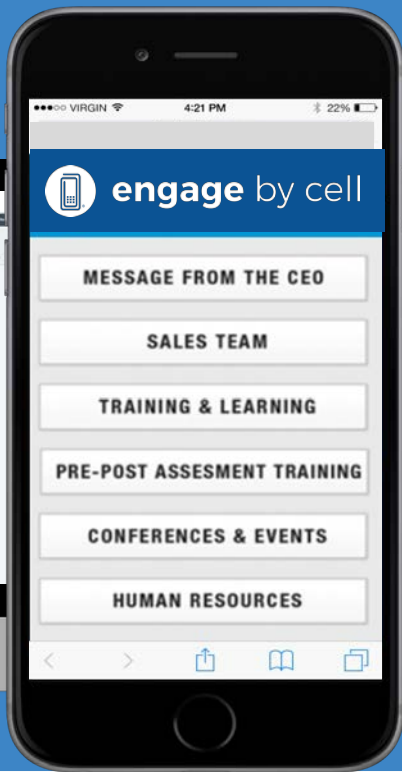
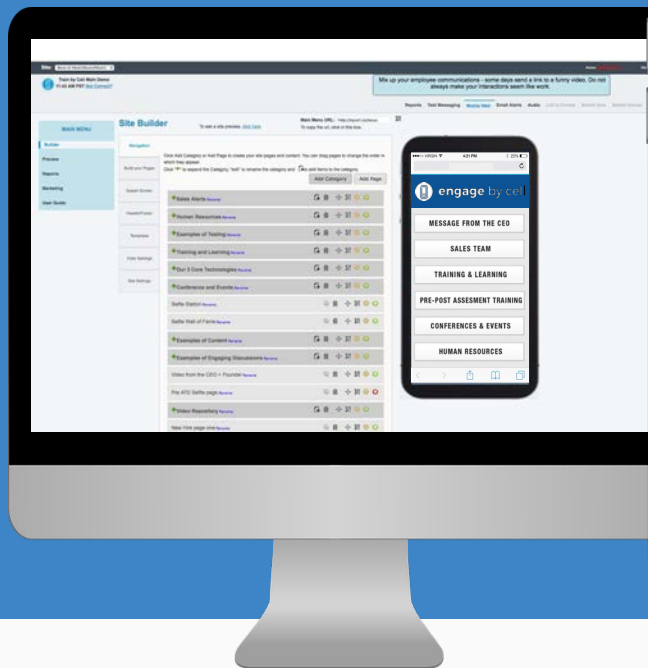


BENEFITS

- SMS has ~98% readability (email at ~20%)
- Reach remote and traveling employees more easily / instantly
- Schedule texts based on time & group
- Schedule sequenced texts based on answers



What We Offer - Mobile Web



BENEFITS

- Store all training material in one mobile location, 24/7 available
- Change content on the fly
- No apps to download / update
- Password protection capability for sensitive data



Who's Using Engage by Cell?



[Career Beacon On-Line Orientation and Eligibility Overview](#)[CLICK HERE](#)

ATTENTION Middlesex County Unemployed or Under Employed Residents

On behalf of the Middlesex County Board of Chosen Freeholders, I'd like to welcome you to the web site of the Workforce Investment Board (WIB). The mission of the Middlesex County WIB is to provide the leadership and direction that mobilizes all workforce innovation resources to create a system built on quality standards, strong interagency collaboration, and innovative technology. This enables every employer and resident to access and benefit from the workforce services and programs necessary to do business and succeed in the workplace. Please browse our website to learn more about the WIB and the services we offer to businesses, and job seekers. Our dedicated and professional staff is ready to assist you with the various services we provide.

Kevin J. Kurdziel

[Local Plan for the Workforce
Innovation and Opportunity Act](#)[Central Jersey Partners Regional Plan](#)[Workforce Development Goes Mobile!](#)[Text workforce to 56512](#)[Job Seekers](#)[Employers](#)[Youth](#)[Workforce Development Board](#)[Resources](#)[Hiring Events/Job Fairs](#)[2016 Middlesex County Master Individual Training Agreement](#)[New Brunswick, NJ 08901](#)
[Directions and Parking](#)

**Middlesex County One-Stop
Career Centers:**
Monday-Friday, 8:30am-4pm

New Brunswick:
550 Jersey Avenue
New Brunswick, NJ 08901
[Directions and Parking](#)

Training Opportunities
732-745-3955

Perth Amboy:
161 New Brunswick Avenue
Perth Amboy, NJ 08861
[Directions and Parking](#)
732-826-3200
Training Opportunities
732-293-0642
ELITE Youth
732-293-1341



Versatile Web Authoring Platform



- Text reminders for events, classes, job fairs
- Mobile site with intro to organization & team and other info/HR handbook
- Checklists for onboarding
- Text link to HR guidelines and forms - 24/7 access to sensitive docs



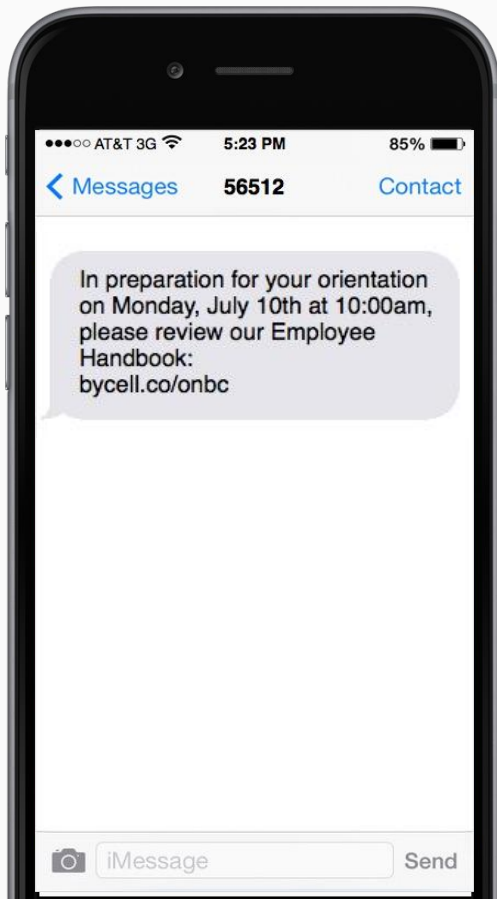
External Communications



- Job fair notifications
- Schedule change notifications to workforce
- Alerts about events or Workforce related news
- Send relevant content to clients or applicants



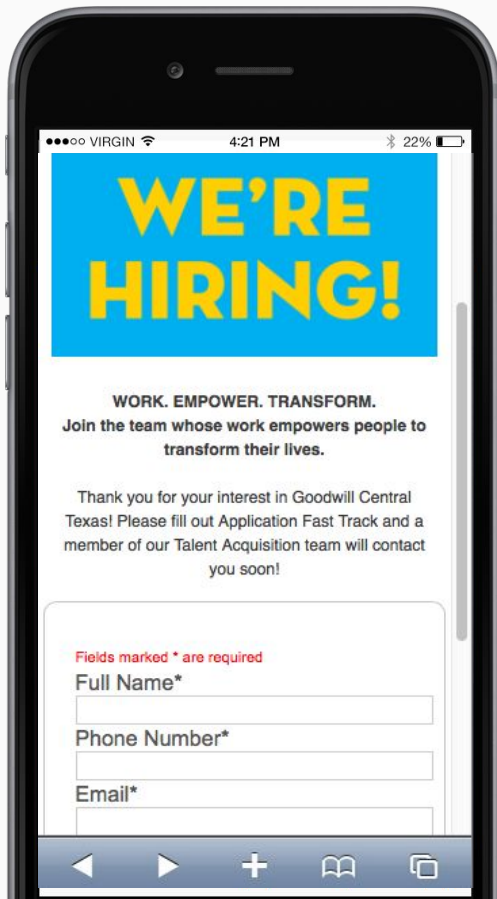
General Internal Employee Communications



- Emergency alerts and other important internal communications
- Stay in touch
- Event/activity/meeting reminders via text
- Notification



Recruiting



- Allow potential employees to text-in keyword for job posting link
- Send updates about status of application and interviews
- HR can keep track of applications and send updates for future positions



Try a Demo

