



Transforming Workforce Communication: CareerSource Tampa Bay's Journey with ATLAS Case Study

Intelligent Workforce Automation for your organization!

AT A GLANCE

"The ATLAS SMS system has brought significant improvements to the RESEA program. Challenges with successfully outreaching to customers has been a struggle. Job seeking customers are seeing an influx of spam messaging, both through emails and phone calls, making vital contact regarding program participation difficult. Having the ability to reach out through a SMS platform brings a valuable, clear path to successful customer communication. Upon incorporating the ATLAS SMS system into our program, we have seen a significant 50% increase in our show rate. Due to these successful results, RESEA has been able to serve many more people within our community and assist these individuals with getting back to work. Along with growing the RESEA show rate, the ATLAS SMS system has reduced the amount of appointment rescheduling that needs to occur. Customers now have an additional method of direct communication with the program through texting, which was not available before the ATLAS SMS system. As customers receive notification of their appointment early, they have more of an ability to plan ahead and be available to participate as scheduled."

-Kristin Winn, RESEA Program Coordinator



Key Metrics



50%
increase in participant show rates



20 HRS
Efficiencies Realized staff 20 hours per week.



\$1,900
monthly cost savings

Overall, the ATLAS SMS system has helped to streamline RESEA operations by making customer communication simpler and more efficient. A 20% response rate was achieved for initial employment verifications.

CHALLENGES

CareerSource Tampa Bay faced hurdles in effectively reaching customers due to spam filters hindering email communications and an overwhelming influx of messages. The time-sensitive nature of their RESEA program demanded a more efficient communication strategy.

SOLUTIONS

ATLAS|ai: SMS and MMS platform offered a solution, enabling direct engagement with customers via text messages. This streamlined communication facilitated timely notifications and appointment reminders, significantly improving customer responsiveness and show rates.



Texting
SMS & MMS



Cloud-Based
System



Tracking
Results

BENEFITS

Benefits One

1

Leveraging SMS for appointment reminders, follow-ups and employment verifications saved 20 hours per week in staff time and resulted in a notable 50% increase in show rates.

Benefits Two

2

ATLAS streamlined operations, enhanced program success, and positioned CareerSource Tampa Bay for future growth and expansion.

Benefits Three

3

CareerSource Tampa Bay's adoption of ATLAS's SMS platform exemplifies the transformative power of technology in workforce development. By embracing innovative solutions, they have revolutionized their communication strategy, enhanced program effectiveness, and paved the way for continued success

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