

## Company Overview:

RMS is the world leader in catastrophic risk modeling. From earthquakes and hurricanes to terrorism and infectious diseases, RMS models provide critical risk management solutions to hundreds of financial institutions around the world with the ultimate goal of helping to create a more sustainable and resilient global society through a better understanding of catastrophic events. Based Silicon Valley and in offices throughout North America, Europe, and Asia, RMS has a team of nearly a thousand professionals serving some of the leading industries driving today's global economy and making a real and positive impact on people's lives.

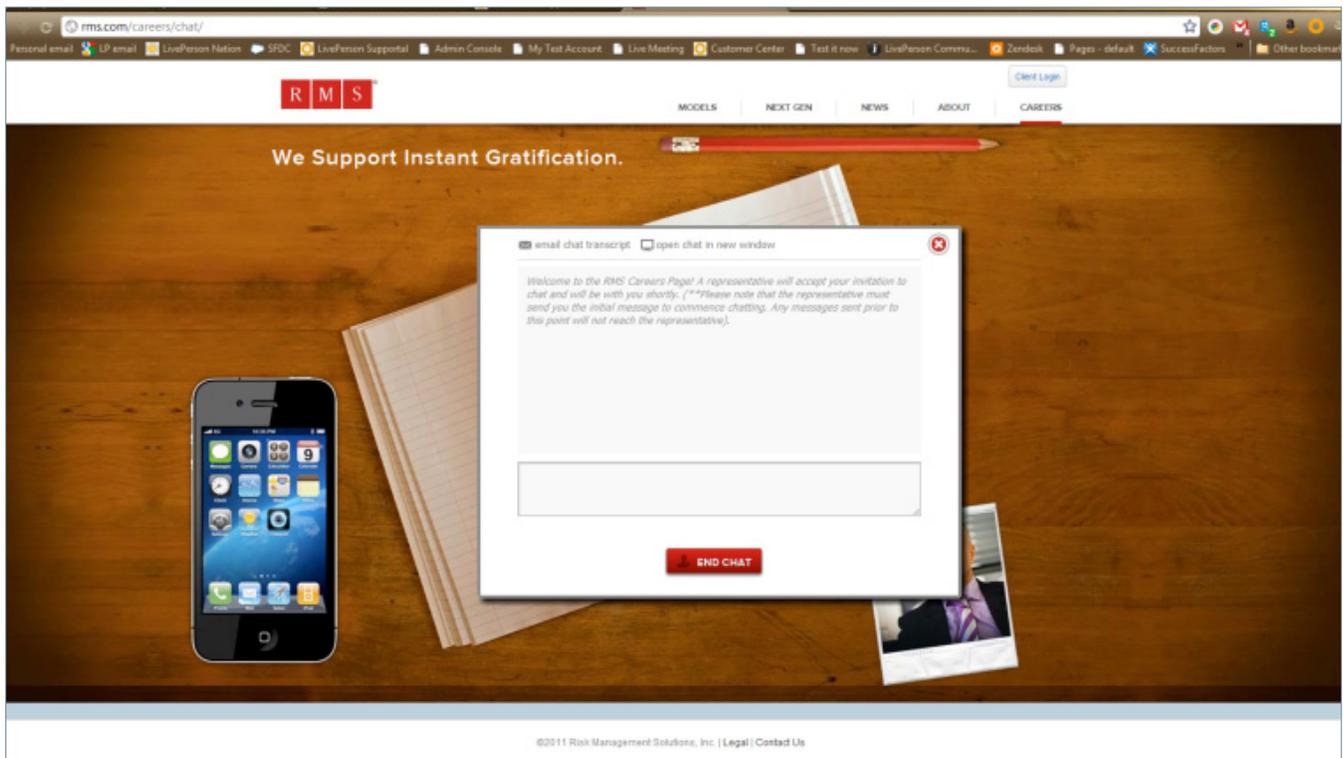
## The Challenge:

As a global company that combines business, analytics and analysis in solving complex dynamic problems, the RMS team wanted to find a way to increase the effectiveness of their recruiting efforts.

Amelia Merrill, Head of Talent Acquisition at RMS, explains why after years of using emails and phone calls to manage the recruitment process, RMS turned to LP Chat to help in the search for new talent: "We wanted to create a new way to interact with candidates. Potential candidates rarely get a chance to proactively interact with a recruiter without first sharing a resume or applying directly to the company. Candidates come to the company career site but often don't apply because they don't know much about the company or the position. So we tried to find a way to interact more in real time; I even tried this 10 years ago at another company but candidates were not ready for it — it was too invasive — the world was not using chat in that way."

Today that solution is possible using the LP Chat API (application programming interface) Chat is a powerful and efficient alternative to waiting in phone queues, navigating FAQ pages or enduring the slow turnaround time of email, while the LP Chat API lets customers and third-party developers create custom solutions that are perfectly targeted to their needs.

"We wanted to find a way to get questions answered instantly instead of taking the time required over email or the phone," says Amelia. "It had to be instant, and not difficult, like using eBay. We wanted to provide our recruits with instant answers to quick questions, in order to set the stage for further discussions."



## The Solution:

### Third-Party Partners Can Save You Time and Resources

The RMS team knew how they wanted to customize their LP Chat solution. Rather than use in-house resources, though, they turned to an outside agency, Code Refactory, to develop the engagement solution they had in mind quickly and efficiently.

RMS engaged Andy de Pasquale at Code Refactory to implement their design: "My job was to turn their design into code," says Andy, "and we chose a third-party service so we didn't have to build it all ourselves. I looked around, and I found that the LivePerson APIs are robust and customizable, and pretty easy to use. They had good reviews out there so we felt confident it would do what we wanted."

The solution that RMS and Code Refactory came up with is not your typical chat window.

### "We Appreciate that Your Time and Skills Are Valuable"

And there's more to the design than its easy-going style: it's an inviting, professional page, laid out like a personal desktop with your priorities clearly identified. The message of the design seems to be: "You're a professional, we appreciate that your time and skill are valuable, and we want you to feel comfortable and valued."

How did the RMS team come up with such an effective design for a LP Chat window? Amelia explains the requirements they gave to Andy: "We wanted it to be a pretty clean user experience. Show the hours that we are available and when we are not. We wanted to make it easy to follow up, so we wanted to be able to email the chat transcript to the candidate. We are also internally committed to following up personally via phone to every candidate that sends a resume due to this interaction."

So much for the design portion – but what about coding this so it provided custom services that the RMS recruiters and their clients required to review job listings?

### Using the LP Chat API to Customize Navigation

Merrill explains, "The LivePerson API offers the ability to resume a chat, and pop it into a child browser window. We want them to be able to move through our website, regardless of which page they are on, and stay with the same chat window throughout. This is an important part of our talent acquisition ecosystem."

And more: "We wanted to put a chat now button on individual pages. This could be the page for an individual job, or any part of a page; we can put the chat now button anywhere we want to engage the visitor."

RMS uses a Virtual Agent that responds automatically to all chat requests, and routes the chat to a live agent. The live agent then works with the visitor to explore the job listings, review the visitor's qualifications, and determine which next steps are appropriate.

## Results:

### Recruiting Conversion Rates of 50 percent

Only a month after going live, it's already clear that this custom solution is working for the RMS recruiting team. According to Amelia, "We are chatting with at least two people a day; that may not seem like a lot, but the conversion rate is at least 50-60 percent. We were losing a lot of these people in the past. We can now answer the question, 'How can I help you right now?'"

"Consider how valuable it would be for your company to be able to engage a potential employee who is highly talented, much sought after, and uncertain about the opportunity that you offer. If you can engage that person at the moment they are on your website, it can be a critical opportunity to answer questions, resolve doubts, or find that there is not a match, and save everyone involved a lot of time and wasted effort. "This is one of the few ways in recruiting when we let you contact us directly, and we let you speak with someone in recruiting right now," explains Amelia.

With the LP Chat solution, "if you chat with us, a recruiter will talk with you about your resume. That almost never happens in the world of recruiting."

To learn more about the LivePerson platform and the Chat API, visit:

[Developer.liveperson.com](http://Developer.liveperson.com)

Where you can sign up for a free developer account.

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