

CITIBANK

Direct Mail/Diversity

ASSESS

Citibank's Las Vegas call center needed to hire Bilingual (Spanish/English) Customer Service Sales Associates by the end of the first quarter. To achieve this goal, they ran radio spots on their local stations and placed print ads in the local Spanish papers. By mid March, they had only filled a small number of these positions, making it vital to find a solution that could quickly garner more hires.

STRATEGIZE

Our strategy entailed finding a solution that was quick and cost-effective, and would help us reach the Spanish-speaking community of Las Vegas. We decided on an e-mail blast as it could provide everything we needed. It was not only a low-cost, targeted solution, it would also be much faster than a traditional direct mail postcard.

IMPLEMENT

We purchased a third-party e-mail list and created a jump page (www.citifamily.com) to exclusively target Spanish/English bilingual candidates. An e-mail promoting the associate positions was sent out to approximately 14,000 Spanish-speaking candidates in the Las Vegas area.

Our subject line became "Great careers with Citibank," and the body copy was "If you're ambitious, enthusiastic and able to communicate in both English and Spanish, Citibank Nevada has the perfect opportunity for you. Click here to learn more about immediate openings for Customer Sales/Service Associates."

When interested candidates clicked on the link, they were taken to the jump page, which included information on accolades Citibank has received for their work with the Hispanic community and allowed them to apply online.

MEASURE

The e-mail blast was effective in targeting the candidates we were looking for. It received a 3% open rate, with 1% of recipients clicking through to the landing page, which is on par with the expected outcome for this type of solution. In addition, statistics gathered from the microsite showed that over 150 unique visitors went to the page. The blast quickly resulted in 6 additional hires for Citibank, and the client was extremely pleased with the results.

