

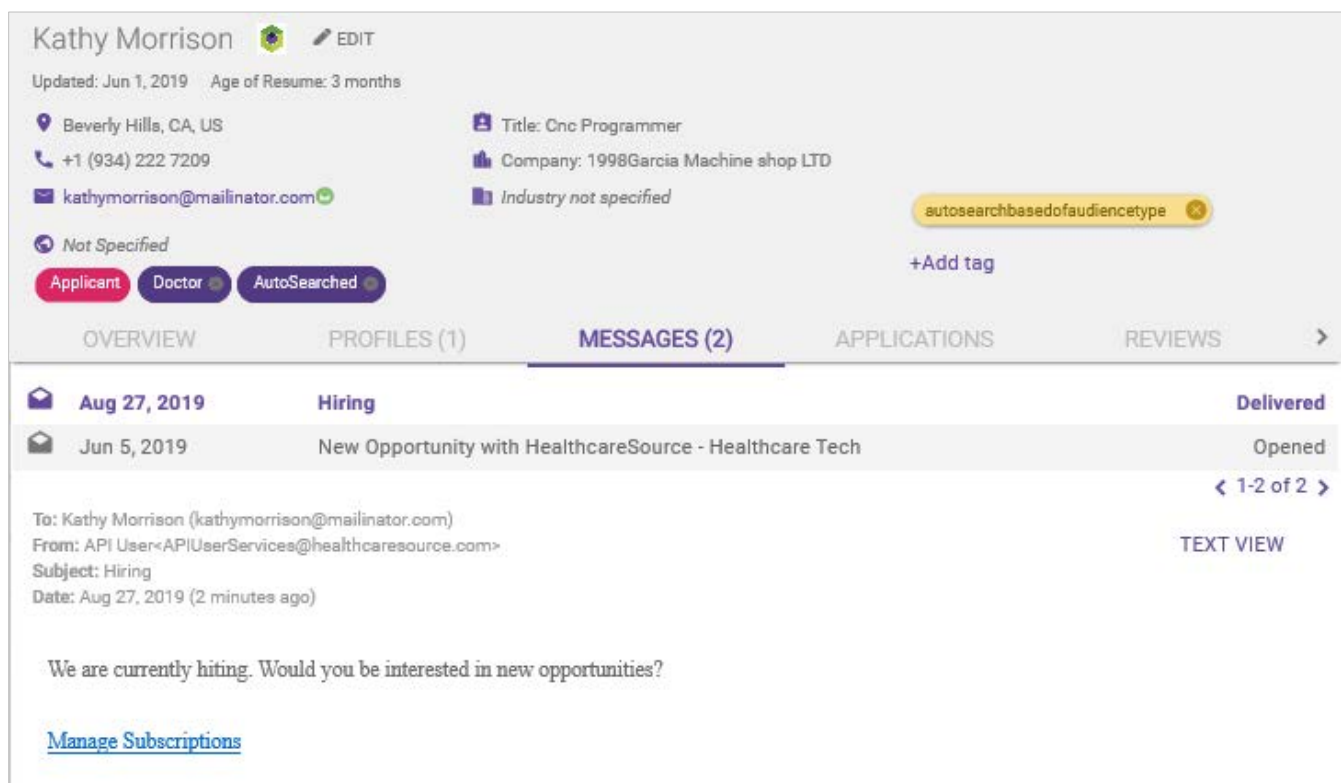
Feature Overview – Recruitment Marketing


Email Forwarding

Conversations with potential candidates often occurs over email, which can make tracking communications a bit tricky when it occurs outside of the HealthcareSource Recruitment Marketing solution. **Email Forwarding** addresses this challenge by providing a user-specific email address that can be used to capture email communications and attach them to candidate profiles.

What is it exactly?

Email Forwarding consists of a unique email address that’s provided for each Recruitment Marketing user account. Including this email address in **BCC** fields when communicating with candidates (both replying to and forwarding emails) automatically attaches the email to the **Messages** tab on a specific candidate’s profile.



Kathy Morrison  [EDIT](#)

Updated: Jun 1, 2019 Age of Resume: 3 months

Location: Beverly Hills, CA, US
Phone: +1 (934) 222 7209
Email: kathymorrison@mailinator.com

Title: Cnc Programmer
Company: 1998Garcia Machine shop LTD
Industry: not specified

Tags: Not Specified, Applicant, Doctor, AutoSearched

Tags: autosearchbasedofaudiencetype [+Add tag](#)

MESSAGES (2)

| Date | Subject | Status |
|--------------|---|-----------|
| Aug 27, 2019 | Hiring | Delivered |
| Jun 5, 2019 | New Opportunity with HealthcareSource - Healthcare Tech | Opened |

Message Details:

To: Kathy Morrison (kathymorrison@mailinator.com)
 From: API User<APIUserServices@healthcaresource.com>
 Subject: Hiring
 Date: Aug 27, 2019 (2 minutes ago)

TEXT VIEW

We are currently hiting. Would you be interested in new opportunities?


[Manage Subscriptions](#)

With Email Forwarding, you can easily keep a running log of all emails that have been sent to and received from candidates in your talent pools, ensuring other recruiters have the most up-to-date record of all correspondence and information shared. And since you can forward previous emails to the new email address, you’re able to capture communications sent at any time during the recruitment process.

How do I use it?

You'll need to know what your user-specific email address is within Recruitment Marketing before you're able to start forwarding emails. The email address can be found on your user profile in the **Admin** area, so ask a local administrator at your organization or reach out to a [HealthcareSource Support representative](#) for assistance.

Forwarding Address

 Forward email communications between you and a candidate to this email address. The message will be visible on the Candidate Profile Messages tab.

`hcs-messageinbox-hrmpm11qa-3611@messages.healthcaredtalentsource.com`

Now all you need to do is include that email address in the **BCC** field when sending emails to the candidate. Recruitment Marketing automatically checks all the addresses included in the email and matches them with candidate emails in your talent pools. When there's a match, that email is attached to the candidate's profile on the **Messages** tab so you and other users can review the communications.

Since emails are matched to candidates using the candidate's email address within the email itself, you're able to forward existing emails to your unique address so they're attached to the candidate profile.

The Fine Print

No wild goose chases here, just a few items to keep an eye out for as you use Email Forwarding.

- Emails can only be attached to a single candidate profile at once. If there are several matching candidate email addresses found in the email, the system attaches the email to the first matching candidate profile it finds.
- If the candidate's email address in the forwarded email doesn't match the email in the candidate profile, the recruiter receives an email notification instructing them to try forwarding the email again to the correct candidate email.
- Email Forwarding is controlled by permissions, so only those user accounts with the new **Forward Email** permission are assigned a unique email address.