

**WETPAINT**

**Social Publisher recruits cutting-edge appointment invitation system**

“TimeDriver allows me to efficiently manage the interview scheduling process and saves me hours per month of administrative overhead. It also demonstrates to our technology-oriented, web-savvy candidates that WetPaint respects and values their time and strives to provide a great candidate experience.”

*Todd Davis  
Senior Recruiter  
WetPaint*



**Cumbersome appointment scheduling process challenged candidates and recruiter and wasted valuable time**

Wetpaint is a social publishing company that lets people and businesses build rich, online communities or websites. A website developed with Wetpaint mixes all the best features of Web 2.0 including ease of use. So when Todd Davis, a senior recruiter at Wetpaint, found himself engaging in painful back and forth phone calls with job candidates to schedule a single phone interview, he knew he had to find a new way. “I estimate that the 3-4 emails and phone calls that it required to schedule one phone interview averaged 10-15 minutes per candidate. Considering that I conduct phone interviews with around 35 candidates per month, scheduling was costing me almost a day per month that would have been better spent recruiting,” comments Davis. “In addition, the lack of appointment follow-up and reminders frequently resulted in two or three no shows per week.”

**TimeDriver complements Web 2.0 company, freeing almost a day per month for busy recruiter**

Through a web search, Davis found TimeDriver, a personal appointment scheduling solution that allows job candidates to self-schedule a phone interview with him. “It is very important to Wetpaint that we invest time into job candidates and that we treat them in a professional manner,” adds Davis. “TimeDriver complements our ideals perfectly. Once I send an email with a ‘Schedule Now’ link embedded in it, the candidates seamlessly access my Outlook calendar and select a time that works for both of us. Interviews are delivered automatically to my calendar without me having to make a single phone call. It’s been flawless.

“The candidates find TimeDriver to be extremely efficient and I have nearly a whole day per month back that I can now use to conduct more timely and in-depth interviews. In addition, in the past six months I have scheduled more than 200 interviews and because of TimeDriver’s automated appointment reminders, only one or two candidates have missed appointments with me.

“Wetpaint is all about collaboration and enabling people to focus on what interests them. TimeDriver is similar in that it lets me focus on the important points of my job: recruiting and hiring top-notch talent,” concludes Davis.

**About Wetpaint**

Wetpaint is the leader in social publishing. With the world’s largest network of over one million social sites and partnerships with major brands such as Dell, Discovery Channel, Fox, HP, HTC, Showtime, and T-Mobile, Wetpaint offers the industry’s most proven social publishing platform for mainstream Internet users and businesses alike. For company information, visit [www.wetpaint.com](http://www.wetpaint.com).

- Who?** Todd Davis  
Senior Recruiter, Wetpaint
- How?** Sends email invitations embedded with a “Schedule Now” link that allows job candidates to self-schedule phone interviews
- Usage?** ~400 appointments/year
- Calendar?** Syncs with Outlook
- Benefits?** Eliminates 1 day per month of administrative overhead  
Reduces no shows 97%  
Eliminates 3-4 calls or emails per interview  
Professional experience for tech-savvy candidates

