# SMS Drip Campaign - New Employee Onboarding

## Use Case Scenario

Company Y is a rapidly growing tech startup that is expanding its team to meet the demands of its growing business. They recognize the need to optimize their onboarding process to ensure that new hires feel welcomed, informed, and prepared to contribute from day one.

The primary objective of Company Y is to streamline the new hire onboarding process while providing a personalized and engaging experience for each employee. They decide to implement an SMS campaign to achieve this goal.

## High Level Requirements

* New Hires will receive a predefined set of SMS messages starting from their first day at work until day 30.
* SMS campaign should be completely automated, and the platform should offer native integration with our ATS – Greenhouse.
* SMS campaign will be automatically triggered as soon as employee has accepted the offer, and their application status has been updated in Greenhouse.
* Platform should keep track of SMS opt-outs and ensure that end users do not continue to receive SMS if they have opted out in the middle of running campaign.

## Proposed Solution Workflow

A diagram of a workflow

Description automatically generated