

Presented by IAPA



**AUTOMATE THE BUSYWORK,
PERSONALIZE THE EXPERIENCE**



**Smart Tech for
Au Pair Agencies**

AGENDA

- **WHAT IS A CRM/ATS**

- **WHY THIS MATTERS**

- **TRENDS TO KNOW**

- **WHAT TO LOOK FOR**

WHO AM I?

DANNY ROSENTHAL

DIRECTOR OF PARTNERSHIPS AND COMMUNITY

CHILDCARE EXPERIENCE OF 20 YEARS

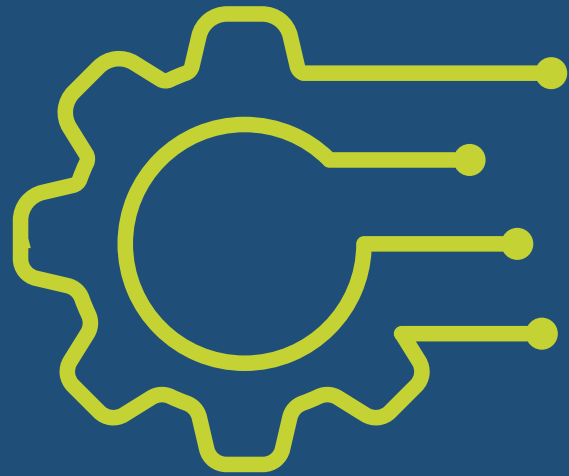
FORMER AGENCY OWNER

AUTHOR OF NANNY ABCS: THE SITTERS HANDBOOK

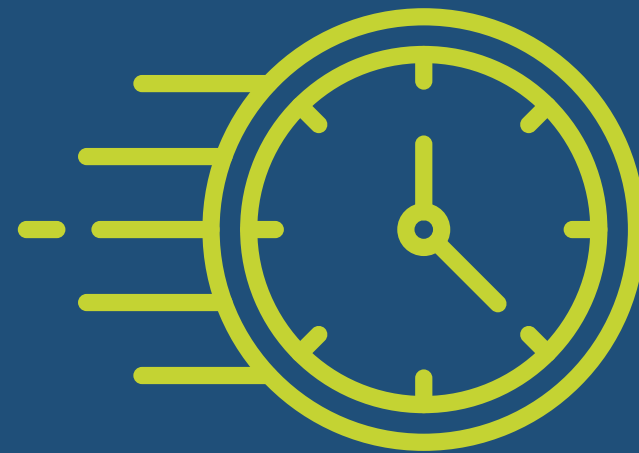
HOST OF HOW TO BUILD A CARE AGENCY PODCAST

INTERNATIONAL NANNY ASSOCIATION BOARD MEMBER

WHO IS THIS FOR...



EFFICIENT



SAVE TIME



BELIEVE IN WORKING
SMARTER; NOT HARDER.

WHO IS THIS NOT FOR...



PEOPLE THAT HATE CHANGE OR
CAN'T.



PEOPLE THAT LOVE THE LONG WAY.



PEOPLE THAT DON'T MIND OTHERS
HAVE FOUND A BETTER WAY.

THIS IS YOUR TIME...

...INTERACT

Use the Chat for
Questions and
Comments



Use the emojis when
you looove an idea.



WHAT IS A CRM AND ATS



CRM = CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM
Helps manage client and agency interactions



ATS = APPLICANT TRACKING SYSTEM
Manages candidate journeys



SCHEDULER
For Matchmaking

FEAR OF THE SWITCH

FLEXIBILT Y ?

Pen and Paper = The Ultimate in flexibility.
You can treat everyone different and pivot any second.

HIGH TOUCH ?

If you don't type an email from scratch do you really care?

MIND THE GAP!

Will opportunies fall through the cracks?

BENEFITS OF A GOOD SYSTEM

2X YOUR BEST HABITS

FLEXIBLE WHERE IT MATTERS

SAVE TIME = DO MORE

High touch = fewer
clients, more time

VS

Streamlined = low
quality, more quantity

BEST OF BOTH WORLDS = ULTIMATE SERVICE MODEL

MORE CRM ADVANTAGES



Spot inefficiencies and bottlenecks

Make your service transferable to your team

Build a business that runs with less human power

Clients

Candidates

Events

Shift Job Calendar

Placement Jobs

App

More

Search by Name, Email or Phone Number

+

Pre Application

0

(0.0%)

Application Started

2

(50.0%)

Applied

1

(25.0%)

Inactive

0

(0.0%)

Application Approved

0

(0.0%)

Documents Signed

0

(0.0%)

Profile Picture

ID

First Name

Last Name

Email Address

Status

Phone Number

Last Updated

Tags

Types

1365273

John

Adams

jadamse@gmail.com

Application Started

+12345678910

Fri May 02 2025

Hospice

Companion

Infants

Chef

PA

Pet Care

1272164

Marty

McFly

mcfly@gmail.com

Complete

+14444444444

Sat May 03 2025

Medical

Non Medical

Nanny

Babysitter

Housekeepi

Chef

PA

Pet Care

Organizatio

CRM ADVANTAGES = LIFE ADVANTAGES

**Quality Work,
Completed Efficiently =
More Time For You.**

DRAWBACKS:

Cost, learning curve, fear of losing personalization.

SOLUTIONS:

Choose flexible systems, invest in onboarding, tailor templates.

Maximize Your CRM/ATS

enginehire.io

iapa.org

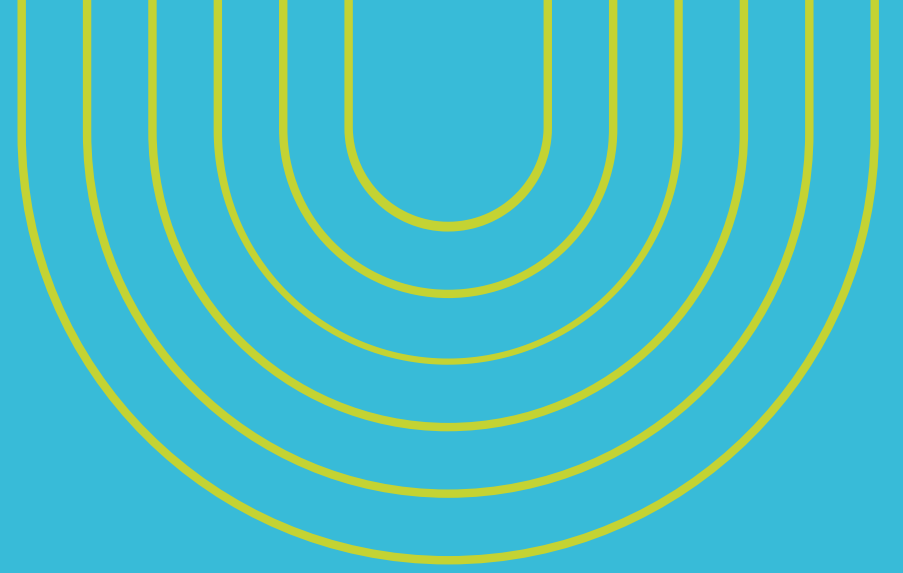


HOW LONG DOES IT TAKE YOU TO WRITE AN EMAIL?

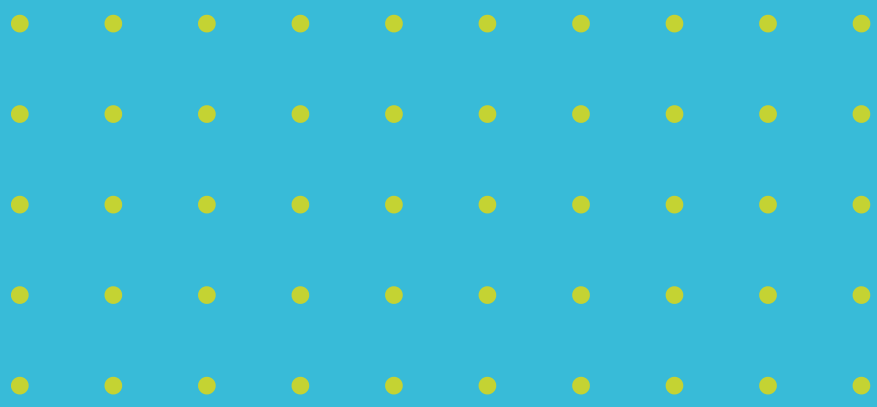
enginehire.io

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HOW ABOUT ZERO TIME?



EMAIL TIME SAVINGS

OLD WAY:

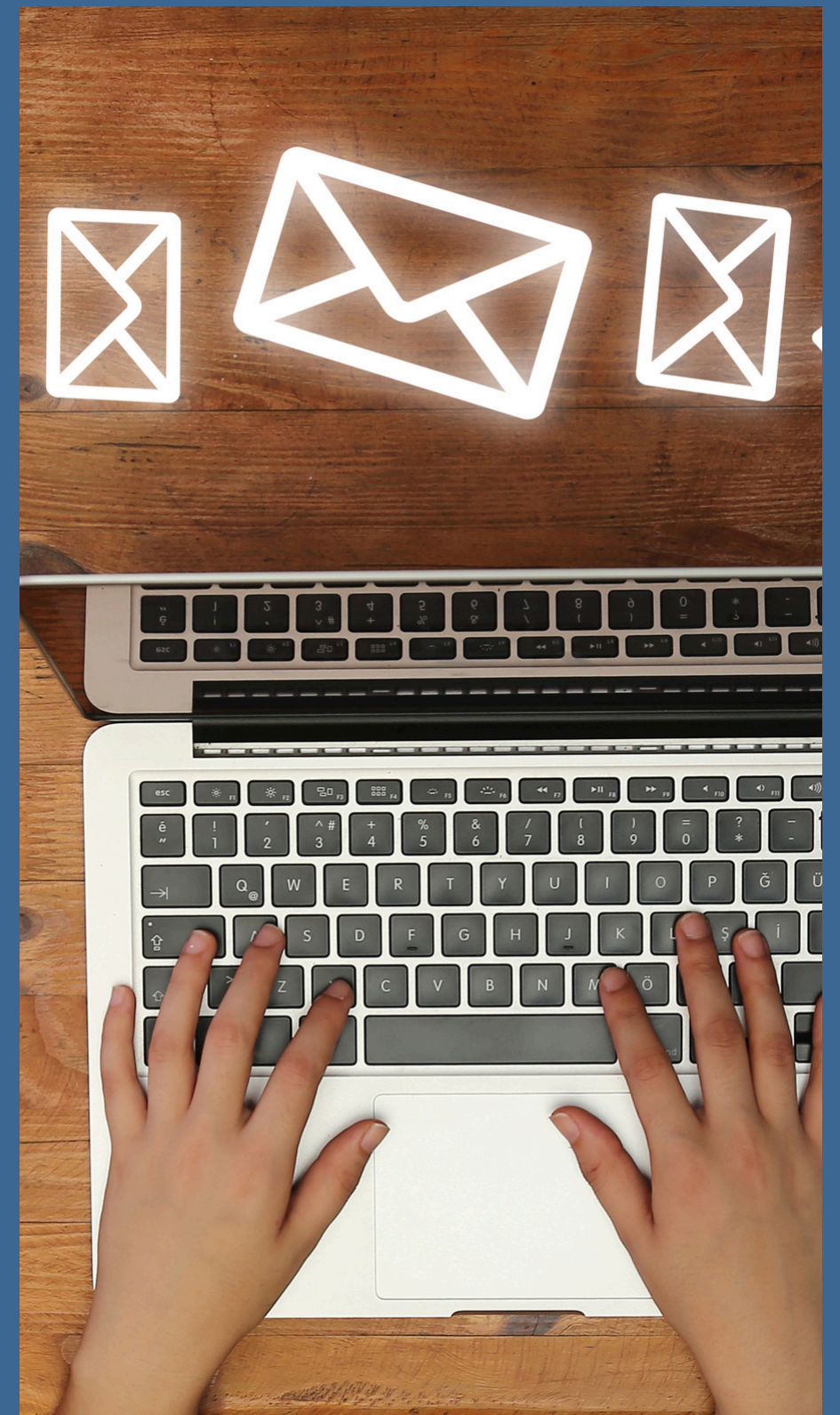
5 minutes per email
10 emails = 50 minutes

WITH A CRM (10X FASTER):

30 seconds per email
(thanks to pre-crafted templates)
10 emails = 5 minutes

TIME SAVED:

45 minutes saved for every 10 emails
with the same personal feel,
just less effort.



Let's Do This Together

enginehire.io

iqpa.org

Subject

👍 Thank you for Connecting // A few more things.

Body

Normal ▾ Poppins-Regular ▾ 16px ▾ **A**  **B** *I* U                

Hi [[fname]]

Thank you for taking the time to meet with me! It was a pleasure speaking with you.

The next things to do are...

1) [COMPLETE YOUR PROFILE](#)

Note: The first time you login, your username and password are both your email address.

2) ADD REFERENCES

The sooner you add them, the sooner we can check them. *Try to add their emails for quicker responses.

Let me know if you have any other questions. I look forward to working with you.

Best,
Danny Rosenthal



Attachments



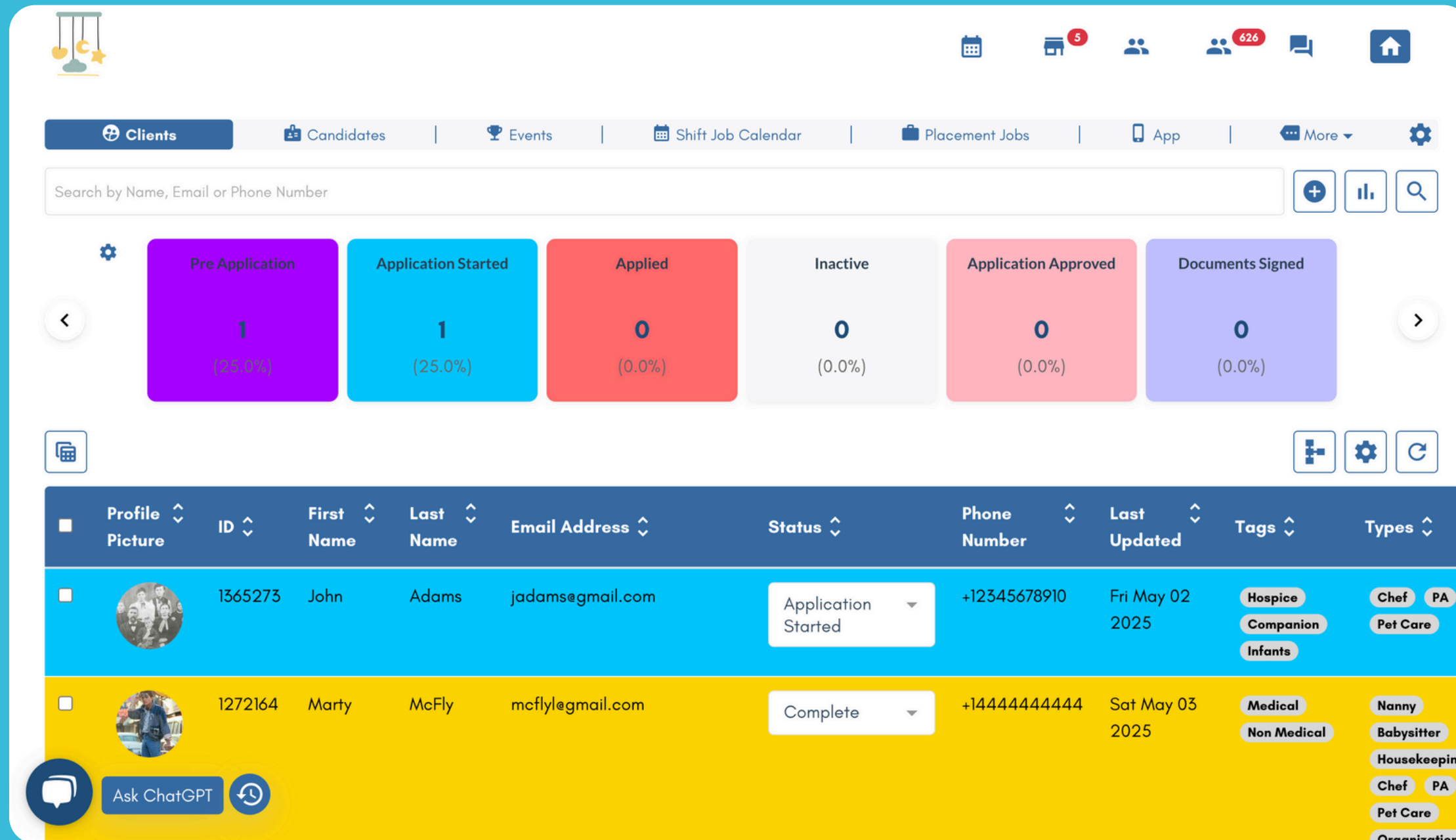
Imagine your new, better workflow

Freedom + Growth

Does This Sound Good to You?

TRENDS YOU NEED TO KNOW

ABANDON CART



- Track those that have started an application but have never selected submit.
- Understand areas to improve the workflow. Where people get stuck.

TREND YOU NEED TO KNOW

REMINDER EMAILS

Edit Template - Client Application Started Status Reminder ✕

Name *

Type

Client

Clear

Trigger

Status Reminder

Clear

If user stays in certain status for X amount of hours, it will automatically send this email

[Learn more about what all of the trigger options are](#)

Status

Application Started

Clear

⚙️

Select the time interval (hours, days, weeks, or months) to automatically send this email

Hour

Update

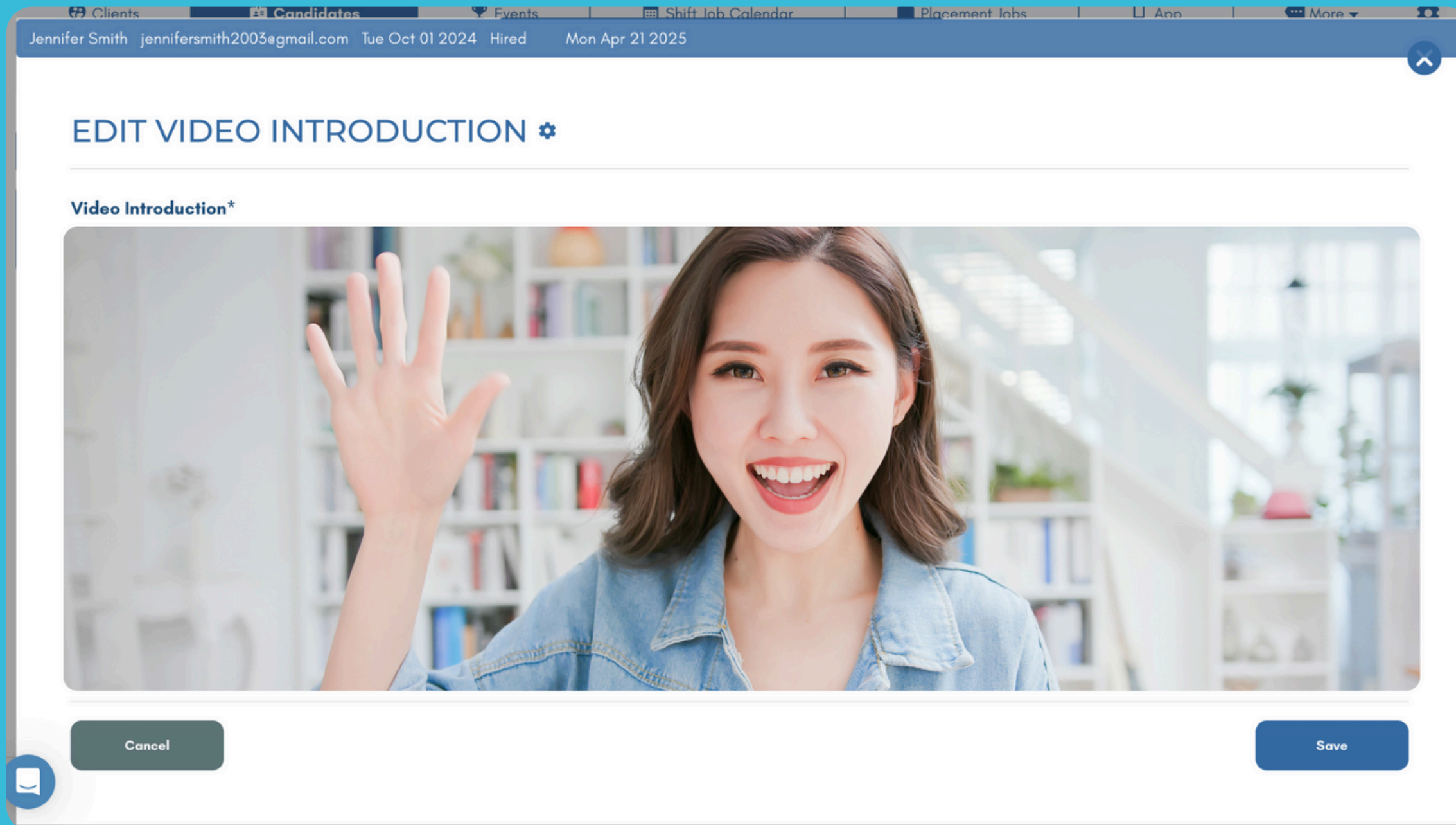
- Following up is critical to success.
- Automate a process that continues to push Clients and Candidates to your finish line.

TREND YOU NEED TO KNOW

VIDEO INTRODUCTIONS

enginehire.io

iapa.org



- Push HIGH TOUCH to the Next Level and use video for you to introduce candidates.

TREND YOU NEED TO KNOW

SIMPLIFIED MATCH SCHEDULING

enginehire.io

iqpa.org

THANKS FOR LETTING US KNOW YOU ARE INTERESTED!

The next step is for us to schedule a meeting with you and the candidate. Please fill in this form:

How would you like to meet?*

In person

Please enter some dates and times when you are able to meet

Date

2025-05-08

Time

11:30 AM

2025-05-08

12:30 AM

hh	mm	A
12	00	AM
01	05	PM
02	10	
03	15	



How excited are you for this interview? *



Cancel

Submit

- How long does it take you to corrdinate a good time for your clients and candidates to meet?

TREND YOU NEED TO KNOW

**For Trends, You Can Start
Right Now**

**No fancy software
required**

**Just mindset and
commitment to improve**

MUST HAVES

COLLABORATION ACCOUNTS

For those that need to work together: **Senders & Receivers** Au Pairs

SHARING TOOLS

Document Signing/Sharing, Profile Sharing = Portals, Collaborator Accounts, Public Links

HIGH QUALITY SEARCH & FILTERING

The right candidates are found Quickly, Easily, and Automatically.

THINGS TO CONSIDER

WORKFLOW

What do you need it to do?

AUTOMATIONS

High Personalization. High Efficiency.

COMPLIANCE, SHARING, REPORTING

Evaluate your needs... think about what has been holding you back.

THANK YOU

Visit [Enginehire.io](https://enginehire.io) and [IAPA.org](https://iapa.org) to Learn More



Grab the Guide



Connect with Us



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Au Pair
Associati

