



MEET &
ENGAGE

CASE STUDY

How Greater Anglia created an award winning candidate experience using live engagement



Greater Anglia

Greater Anglia provides train services across the East Anglia region and beyond. They are part of a wider transport group, Abellio Transport Holdings, who operate bus, tram and rail networks throughout Europe. In the UK, they currently employ over 3,000 people and make between 200-300 new hires each year.

As a business, Abellio pride themselves on providing thought leadership and truly innovative ideas which make a positive contribution to the communities they serve. They have a people-centric approach to the way they do business and value innovation and partnership.

In 2016 a full review of the Greater Anglia recruitment process was completed and this highlighted significant opportunities for improvement. The average time to hire was 20 weeks and candidates failed to turn up for assessment centres or interviews on a regular basis. In short, the systems and processes were out of date and the experience was poor. A complete recruitment overhaul was signed off which included a new careers website, applicant tracking system, assessment and interview process and into the onboarding process.

Greater Anglia introduced the Meet & Engage platform to:

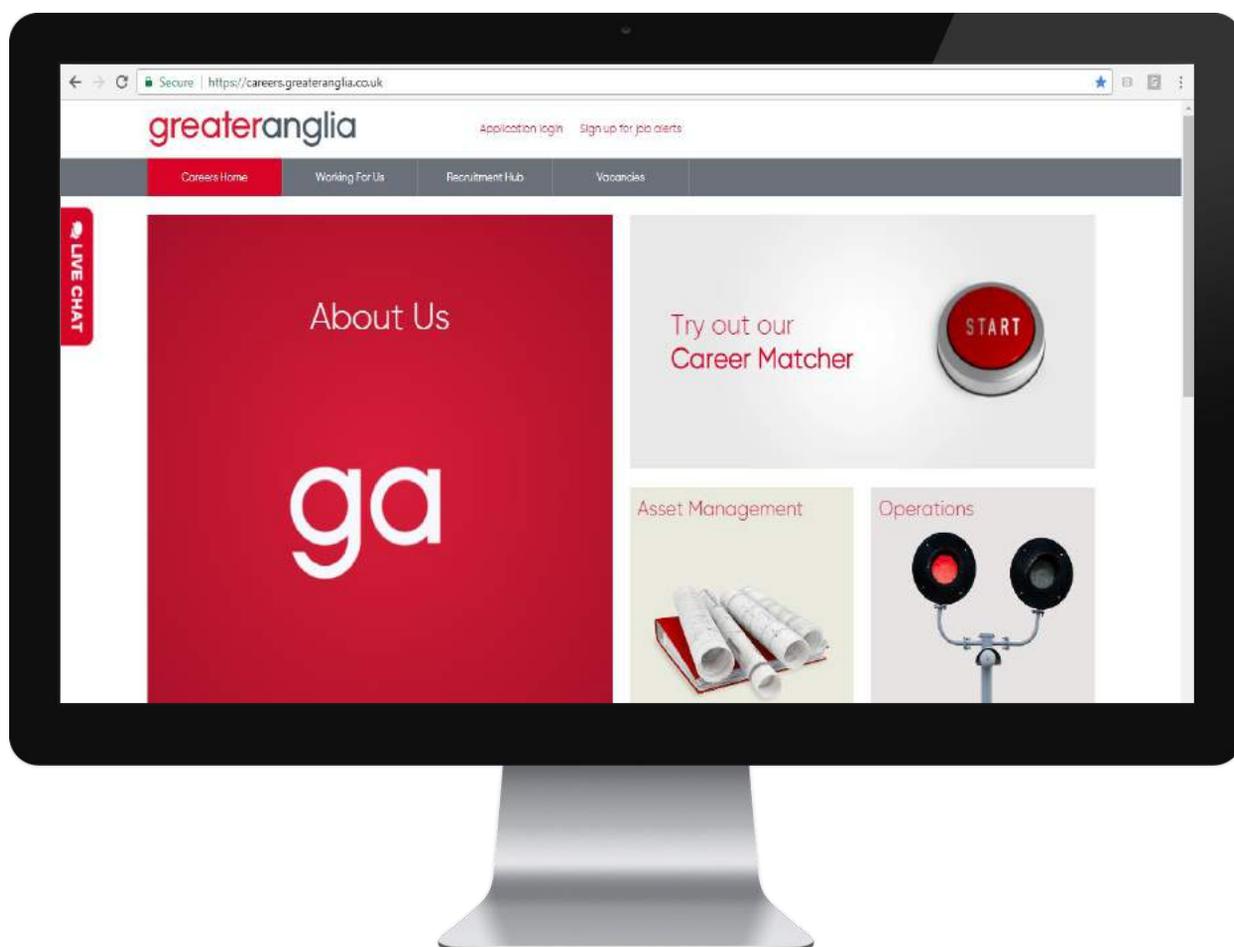
- Provide an exceptional candidate experience
- Improve application rates
- Increase the quality of applicants
- Maintain engagement through the on-boarding process

PEOPLE-CENTRIC INNOVATION

Greater Anglia pride themselves on providing innovative solutions which have people at the heart of them. Introducing Meet & Engage has allowed them to keep their candidate's needs at the heart of their process.

Greater Anglia wanted candidates, and those considering making an application, to be able to quickly reach the team and receive a response to their question without having to leave the web or application page they were on. It was vital that the candidate receive a human interaction that really represented the people focused culture of the organisation to help them make an informed choice.

Meet & Engage partnered with Greater Anglia's ATS provider, 3DMarcomms (Harbour) and careers site provider to integrate our 121 chat feature using our plug-in API.



The 'Live Chat' button appears on each page of the careers website. The look and feel of the button was decided upon by Greater Anglia to match their corporate branding.

Participants can access chat via any desktop or mobile device and when the live chat button is clicked, a bespoke message and log-in options are displayed and participants can choose to continue and submit their message.

The team are on line from 9am to 5pm each weekday and outside of these times, candidates can submit their details to receive a reminder when the chat is open again.

The screenshot shows a web browser window at the URL <https://careers.greateranglia.co.uk/departments/operations>. The page features a navigation menu with links for Pension, Study, Cycle, and Free Travel. Below the menu, there is a job listing for 'Qualified Drivers' at Bishops Stortford Operations, with a salary of £ Competitive with excellent benefits. A 'View' button is visible next to the listing. The main content area includes an 'Overview' section, followed by 'Operational Planning' and 'Operational Resourcing' sections. A live chat window is overlaid on the right side of the page, displaying a welcome message and a 'Chat now' button.

When someone clicks to apply for a role they move into the Harbour ATS. Our integration means a 'Live Chat' button shows on each page of the application form, so if a candidate needs assistance with completing their application, immediate help is on hand. Because there is no need to save and exit the process whilst waiting for a response, drop out rates are reduced and the candidate experience is significantly enhanced.

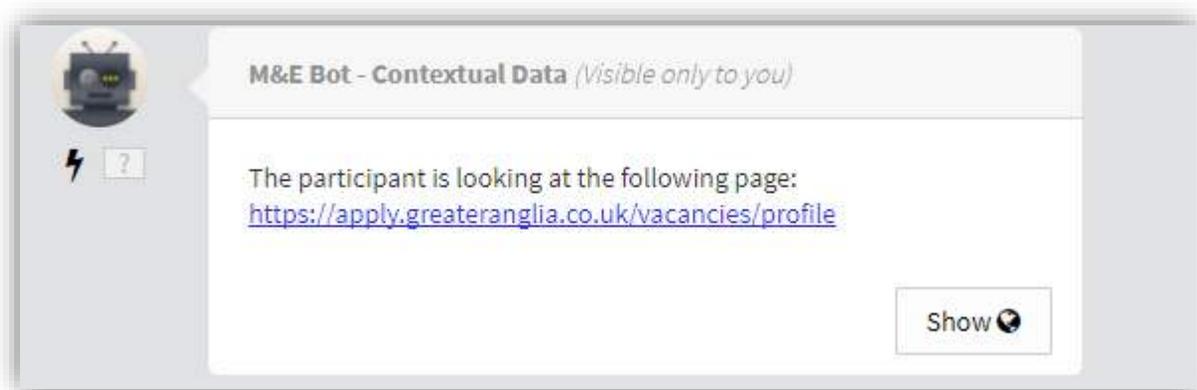
And the help doesn't stop once a candidate has accepted a role; Greater Anglia's new onboarding platform utilises the same Meet & Engage integration to give new starters instant access to their onboarding specialist.

NOT FORGETTING THE TEAM

Recruiters are busy people, and adding extra engagement touchpoints into a process isn't possible unless the methods used are as efficient as they are effective.

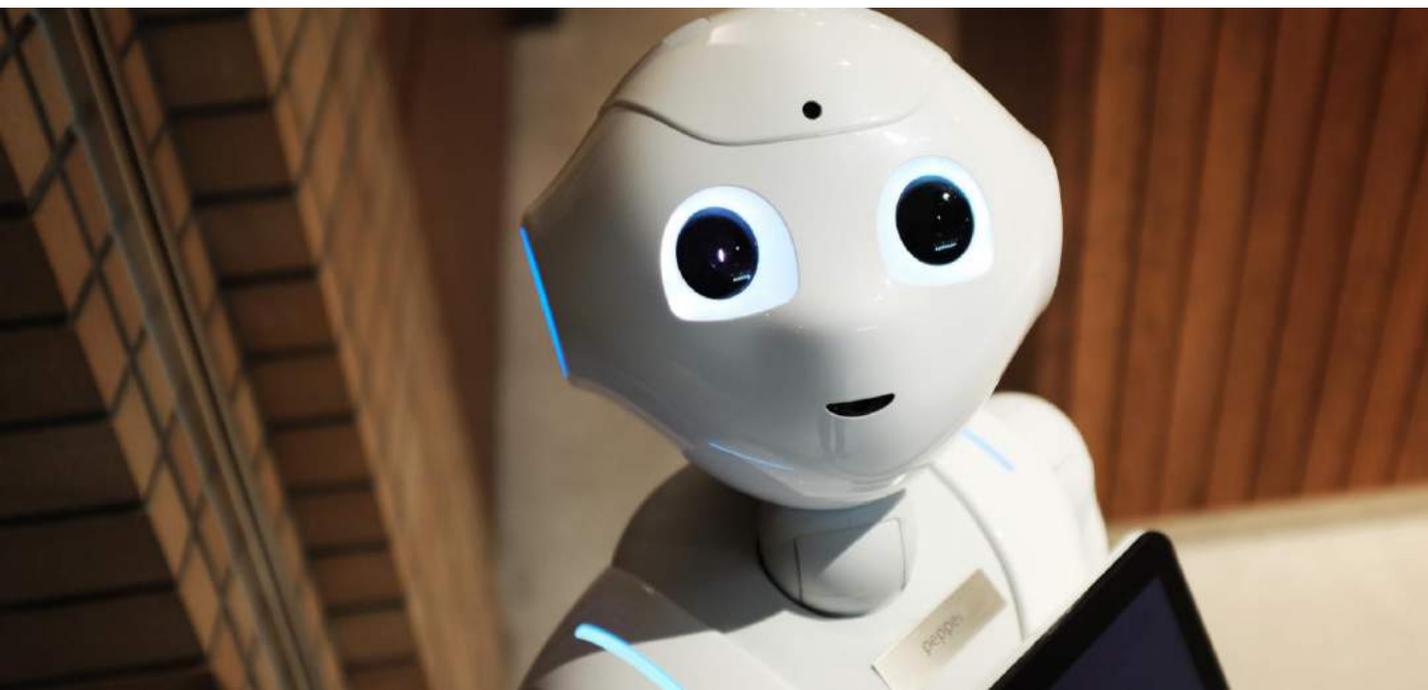
Because of the integration, the Greater Anglia recruitment team only need to launch Harbour when they start work each day and not multiple systems. When a new chat message is submitted a pop-up alert is received which launches Meet & Engage when clicked.

Our M&E Bot then advises the team which page of the website or ATS the candidate is looking at, allowing the team to provide a slicker, more informed response.



A record of all conversations is held on the system and our advanced reporting function means the team can extract and analyse the data and measure the impact this initiative is having.

A Net Promoter Score (NPS) Survey is also sent out automatically after every first interaction to track whether based on the candidate's experience, they would recommend Greater Anglia as an employer. Over time, this data will help the team assess how they are having an impact on the company's brand perception.



HAVING AN IMPACT

Below are just some of results achieved by the new recruitment and onboarding process:

A reduction in the use of recruitment agencies **from over 60% in 2015 to 10% in 2017**

An increase of over 27,000 direct applications with no increase in advertising spend thanks to an improved reputation as an employer of choice

Significant reduction in time to hire **from 20 weeks to 10 weeks**

A clear increase in the number of candidates registered to our talent bank

0% drop out during the on-boarding process



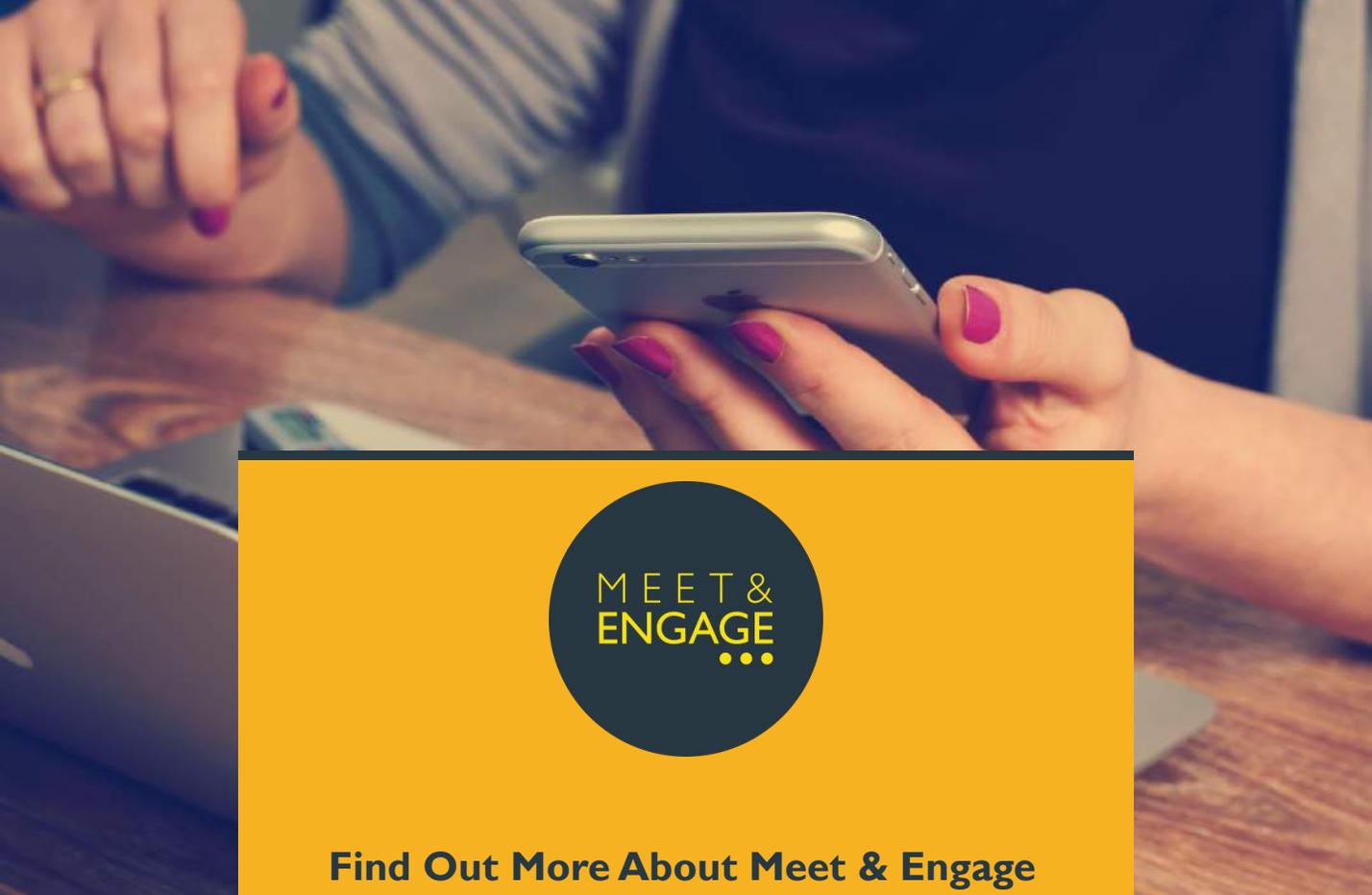
And just some of the awards....

RAD Awards 2018 – Best Candidate Experience

“The judges were blown away by the creative solutions implemented that were very much built around the applicant's needs, providing the perfect balance between video, technology and people interaction.”

**The Learning and Performance Institute Annual Learning Awards 2018
Onboarding Programme of the Year**





MEET &
ENGAGE

Find Out More About Meet & Engage

Meet & Engage is a real-time **engagement** technology built for employers. Powered by **live chat** and personalised content, real-time sessions are delivered by your employees to prospect candidates. .

You can find out more information
online at meetandengage.com

The easiest way to show you more is to get
you booked in for a demo with our
relationship team.

To book a demo email us at
info@meetandengage.com