



## YODEL CASE STUDY

How Candidate Experience Chatbots are helping Yodel Solve Their Biggest Resourcing Challenges

# THE CHALLENGE

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**Yodel deliver millions of parcels a year, across 60 sites, to every UK postcode.**

The Yodel Resourcing team recruit over 6,000 Drivers annually and receive over 1,200 applications per week. This number increases to 5,500 applications per week as they hire additional resource for their peak delivery season covering Black Friday, Cyber Monday and Christmas.

**This means that the team need to hire 3,500 new Drivers in just a few months.**

Yodel offer several different types of opportunity to those who want to become Drivers, including self-employed and employed roles. To attract the right numbers, Yodel also offer full-time and part-time opportunities. Whilst this means that all needs are catered for, those new to a Driver role could find the options overwhelming.

*‘We needed to do two important things; find a way to cope with the sheer volume of applications but also put ourselves in the shoes of our candidates.’*

- Ben Gledhill, Head of Resourcing



*‘ People applying for these opportunities want to understand what’s on offer and whether it suits them – and quickly. They deserve to be treated fairly, with a swift and consistent process.’*

Ben Gledhill, Head of Resourcing

Meet & Engage ran a collaborative workshop with Yodel’s resourcing team with the purpose to:

- Demystify which Driver opportunity was the best fit for each candidate
- Measure candidate experience at several points and gather feedback to allow continuous improvement
- Automate elements of the recruitment process.

During the workshop the resourcing team mapped out the dream Driver candidate journey from attraction to offer. Initially, there was an agreed to focus on two parts of the process initially – A ‘match-me’ solution to signpost candidates to the relevant roles and a screening automation solution to augment and improve the screening process.

The first initiative was to create three Candidate Experience Bots for each of the three key Driving opportunities that would sit on the relevant pages of the career’s website. These consisted of Neighbourhood Courier, Owner Driver and Employed Driver roles.

Each Bot can have a dialogue with a candidate about that specific opportunity and serve them the relevant roles available.

The second part of the plan included producing three Candidate Experience Bots that would be deployed to screen candidates (instead of a telephone screen) once they had completed their online application via the ATS.

The team believed that this would give candidates the flexibility to complete this stage of the process at a time to suit them and in a format they were familiar with. In addition, this would give the Resourcing Team more scope to focus on other candidate experience initiatives.

Having mapped out these processes, Meet & Engage and the Yodel team worked on the Bot dialogue and assets required to create rich and relevant conversations with candidates. Meet & Engage worked closely with the Yodel ATS and creative partner (responsible for the careers website) to ensure relevant integrations could be put in place.

# DEPLOYMENT



## Careers site Candidate Experience Bots

The Bot dialogue is the culmination of the collective input of the recruitment team, who deal with Driver candidates and their queries on a daily basis.

The Bot design process provided an opportunity to really consider what information candidates would find useful and think about the best way to share it. For instance, applicants who are new to a driving role might not be sure what size van they need and so the Bot shares a picture of the correct van type.

Likewise, candidates might be unsure of the process of setting up a limited company for self-employed opportunities, so the Bot can share short educational videos produced by the recruitment team.

This provides an engaging and valuable experience for the candidates and supports self-selection. The candidates are asked how they're finding the process and can give feedback via smiley faces, as well as individual / free text feedback.

The Bot goes onto serve relevant roles, based on a postcode search as part of the dialogue, always leading candidates to the point of apply.



# DEPLOYMENT



## Screening Candidate Experience Bot

This Bot is deployed post-apply after the successful completion of an application form and shared to candidates via text and email.

Crucially, the supporting email / text tells the candidate that they've been successful so far and they now need to take part in a Q&A with a friendly recruiter Bot. Each Bot screen is based around the criteria of the specific role.

The Bot reiterates some of the important role requirements and probes around the motivation candidates have for a Driving role. Towards the end of the conversation the Bot explains what will happen next and to look out for a call from the team (they call from an 0151 number, so the Bot asks them to look out for the call).

By asking candidates how they're finding the process, the Bot can gather real-time feedback. This information is injected back into the ATS for the recruiters to pick up.

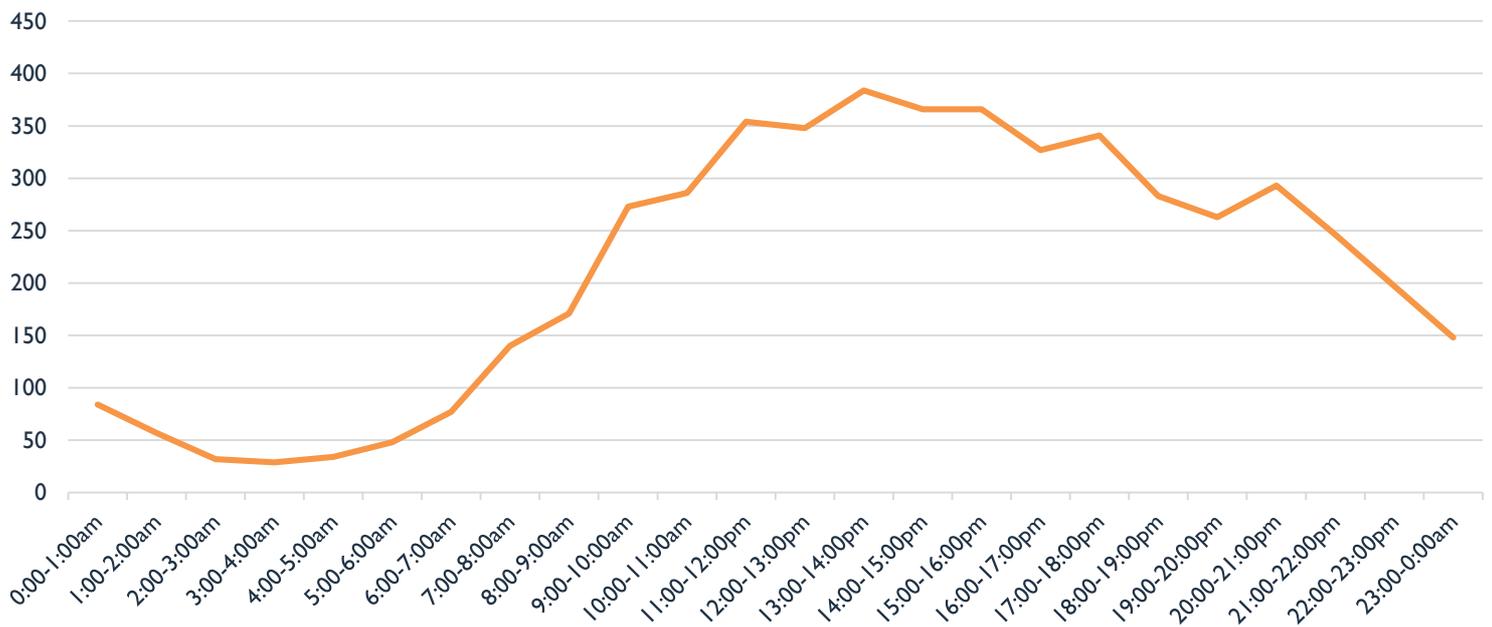


# THE RESULTS

The Candidate Experience Bots were deployed during the Yodel peak season, at a time when around 5,000 candidates were waiting for their telephone screen.

Meet & Engage, Yodel and their ATS partner Lumesse, agreed the frequency of releasing the screening bot to candidates in batches to ensure candidates were responding well to the new process and to act on any feedback.

This data shows candidates moving through the screening process outside office hours, at a time that suited them.



*The exercise reminds us of the sheer amount of information candidates don't know, that we assume they do know; we've now created a more thoughtful, richer candidate experience that we can build on and constantly improve.*

*We knew we had to be innovative and use technology to support ourselves and our candidates, so this has been a win/win situation.'*

Ben Gledhill, Head of Resourcing

# THE RESULTS

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One month after launch;

**300+**

***hires made by candidates screened by the screening bot***

**97%**

***of candidates rated the candidate experience as highly positive***

**9%**

***Drop out rate***

**38%**

***Reduction in average time to hire***

**5000+**

***Candidates screened via the screening bot***



## MEET & ENGAGE

Meet & Engage is a candidate experience technology powered by live chat events and candidate experience chatbots.

To find out more about Meet & Engage any how we can support you with your resourcing challenges get in touch with us at [info@meetandengage.com](mailto:info@meetandengage.com) to have a chat with one of our experience Client Partners.

Or, click the link below to book a demo and experience the technology first hand.

**[BOOK A DEMO](#)**

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