



MEET &  
ENGAGE  
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## DIAGEO CASE STUDY

How Diageo Used Live Chat to Better  
Engage European Graduates

# EUROPEAN GRADUATE RECRUITMENT

## Background

Diageo implemented the Meet & Engage live chat event platform for two reasons 1) to bring Diversity and Inclusion initiatives to life through each stage of the recruitment journey and 2) to drive a great digital candidate experience.

- Provide frequent and accessible way for candidates to learn about **D&I initiatives**
- Engage with graduates digitally in a way that is **quick, easy and familiar**
- Measure the success of their **candidate experience** using our NPS candidate experience tool
- **Personalise the experience** for specific target audiences across the recruitment process
- Ease candidates into **communicating with the brand** comfortably and frequently

## Approach

Diageo worked with targeted candidate communities such as *Where Women Work* and *Enactus* and set up a series of live group chat Q&A sessions as part of their attraction strategy. By inviting these audiences to join a live session, Diageo were able to share the experiences of those who had joined the graduate programme during the previous year. By doing this, Diageo created a unique opportunity for candidates to be able to connect with peers and make an informed decision before completing an application.

## Business benefits

With a team based across Europe, the recruitment team were able to log into live chats from their desks and engage with candidates from across the world. Questions ranged from the recruitment process, to career stories and questions about the *Diageo Spirited Women* networking group.

## Results

Diageo wanted to keep candidates engaged, warm and informed through all stages of the recruitment journey. Part of this involved paying special attention to candidate behaviour as they moved through the recruitment funnel and understanding points where the candidates stalled and might need more support.

One observation was the high number of female candidates who hadn't completed their video interview. As an intervention, Diageo created a daily drop-in session to address any concerns and provide support.

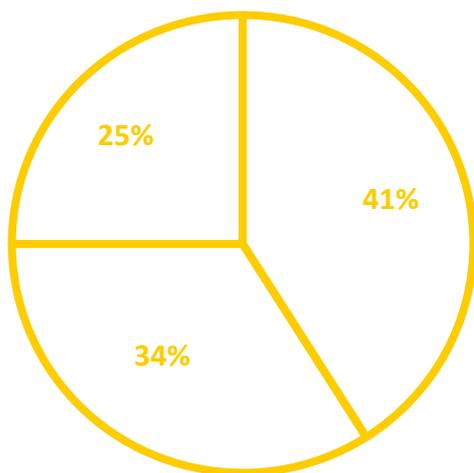
Across the drop-in sessions, 91% of the female candidates asked questions relating to the video interview and post-chat, 80% then went on to take their video interview.

After each interaction, candidates completed an NPS Candidate Experience question – Diageo achieved a score of 81 over the course of their graduate campaign – world-class.

## Continuous improvement

Diageo used the Meet & Engage Data and Live Insights tool to poll candidates who were participating in the chats and better understand what they were looking for in a graduate employer. The team were then able to personalise the conversation in real-time around the result as well as feed the data into the planning for the next campaign.

- ▣ Excellent Training and Development
- ▣ Working for an Innovative Employer
- ▣ Respectful Working Environment



*\*This question is based on the Bright Networks 2016/2017 research and were the three areas most important to the final year students they surveyed*

**65%**

*of the 121 users were female candidates and 25% of users non-UK.*

*As a business, we know we need to find innovative and authentic ways of connecting with Gen Z.*

*This ambition runs from our employer brand and attraction strategy right the way through every candidate journey and beyond. Working with Meet & Engage has enabled us to extend our reach on campus, communicate with students in a relevant way and lift the lid on the great work happening in the Diageo business.*

*It's been a great partnership for us and we're working closely with the M&E team to look at new initiatives.*

**-Yvonne Crew**



## MEET & ENGAGE

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

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

### **BOOK A DEMO**

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