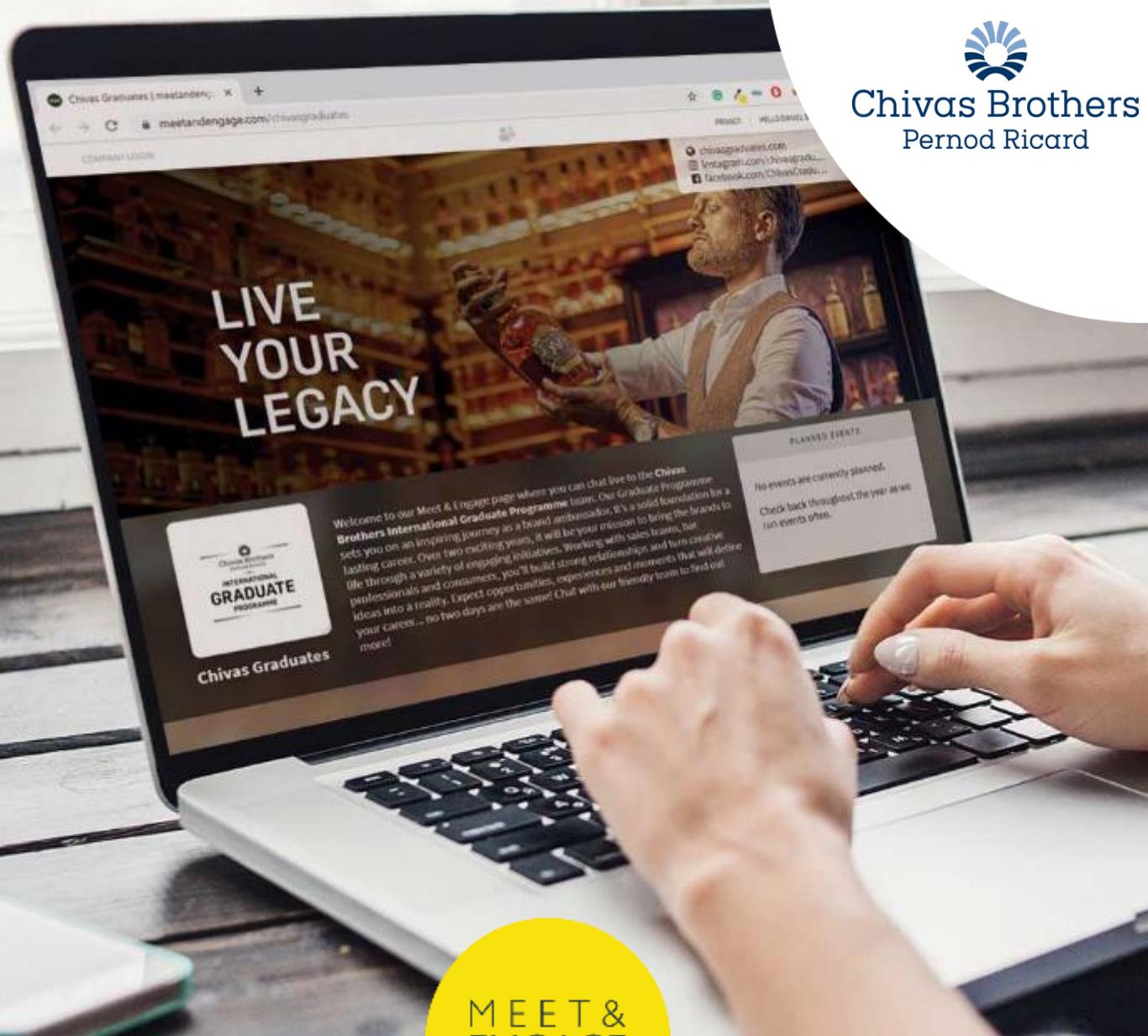




Chivas Brothers  
Pernod Ricard



MEET &  
ENGAGE

## How Chivas Brothers Used Group Chat To Engage Niche Candidates

CASE STUDY

# CHALLENGE

With a portfolio of world renowned, luxury, Scotch Whisky brands, Chivas Brothers are a leading employer with over 1,600 colleagues, 29 sites and over 400 warehouses.

Since November 2018, Chivas Brothers have been using Meet & Engage Group Chats to engage with university students. The company offer two graduate schemes, one of which is the International Graduate Programme which develops graduates into Brand Ambassadors.

The role is highly sociable as Ambassadors interact with customers, organise and travel to tasting events, meet with bartenders and talk about the products and brands. Having a second language is therefore essential as many roles are based outside of the UK.



“  
*The initial challenge was getting candidates to understand the role, as it is distinct in nature.*  
”

Identifying candidates with the right personality fit is crucial during the application process.

To make better use of time and resource, the recruitment team wanted an innovative solution that would help them reach ideal candidates and provide the right information prior to candidates hitting apply.

Whilst many students were registering interest during campus visits, it became clear that they lacked an understanding of the day-to-day role.

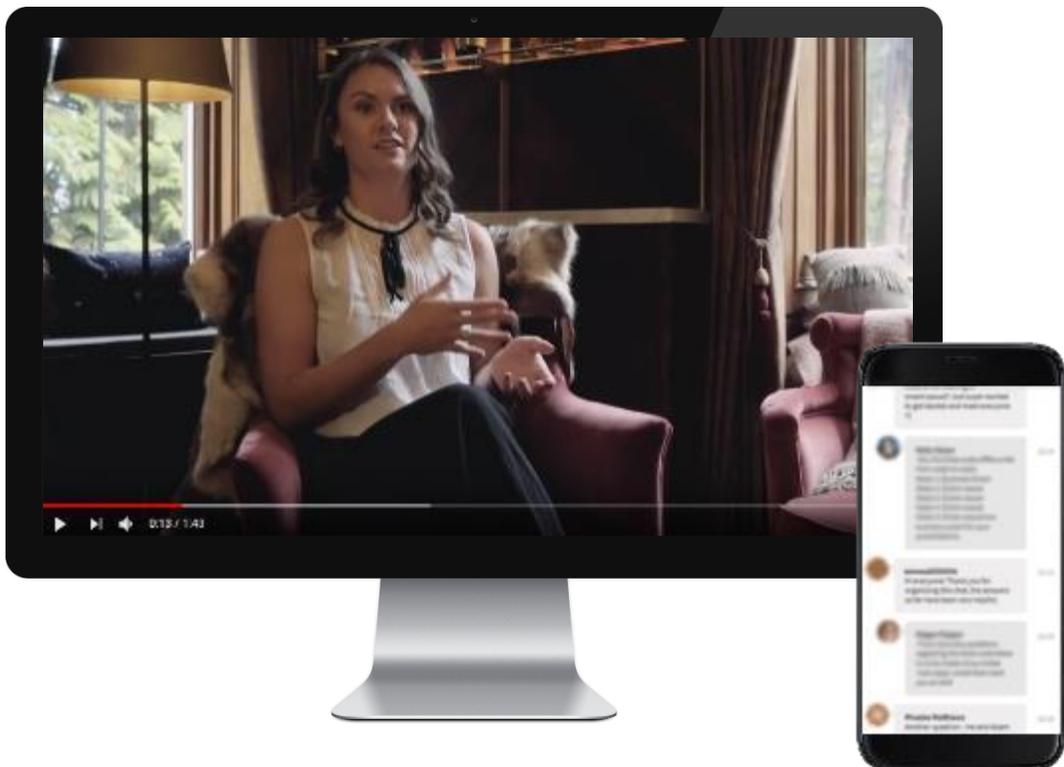
Candidates were also finding the video element of the process especially daunting, causing low conversion rates. Since campus visits are expensive and resource intensive, the team needed a new way to reach candidates and provide an insight into the role.

# SOLUTION

To boost awareness of the programme and help candidates understand the role, Chivas Brothers implemented Meet & Engage Group chats.

The team ran tailored chats for students at specific universities. Chat themes have included:

- **The Company and Role – Do you have what it takes to be a brand ambassador?**
- **The Application Process**
- **How To Make a Great Video**
- **Meet a Brand Ambassador**
- **Applications Tips and Tricks**
- **Pre-Applications Closing Chat**
- **Preparing for Assessment centre**



# RESULTS

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Since personality fit is vital to the role, it's crucial that candidates feel confident enough to perform at their best and be themselves throughout the recruitment process.

Hosting group chat sessions ahead of the video interview stage has helped candidates feel more confident, prepared and informed. The team have also hosted chats on topics such as the company and role, helping to clarify any concerns early in the process and allowing students to self-select themselves into the programme.

## Key results have included:



“ We’ve received nice comments through NPS about how the chats stood out from what other graduate schemes do and have been able to provide a personalised experience for candidates. ”

*The Brand Ambassador role can be hard to describe so, the ability to share media during the chat sessions has really helped us to get our messaging across.*

- Kelly Hayes, Graduate Programme Manager

# CANDIDATE FEEDBACK

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“

*Incredibly organised, ran and communicated. So looking forward to submitting my official application.*

”

“

*Clear and concise answers speedily.*

”

“

*I'm in the process of completing the video application and can't wait to show Chivas what I've made!*

”

“

*Very encouraging to have a chat to ask all questions in an easy and comfortable environment!*

”



MEET &  
ENGAGE

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Candidate Experience Technology built  
for employers, consisting of;

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