

MEET &  
ENGAGE  
...

## Case Study

**POLICE:NOW**  
INFLUENCE FOR GENERATIONS

# Overview



Initially incubated in the Metropolitan Police, **Police Now** are an independent social enterprise supported by the Home Office and working with over 30 forces - throughout England and Wales - to find outstanding police officers and detectives.

Through their recruitment and innovative training programmes, they supply their partner police forces with the talented graduates they need to drive results.

**Police Now** believe that given the highest levels of support and freedom, police officers make a powerful contribution to changing lives.

Equipping participants with core policing skills, the two-year national graduate programmes help develop leadership, communication and problem-solving skills that will serve graduates, and the wider community, for a lifetime.

## Their Challenges

1

Provide an excellent candidate experience.

2

Offer candidates a simple way to engage online all day, every day including out of usual office hours.

3

Demystify core differences between available programmes.

4

Eliminate candidate confusion about eligibility for the programmes.

5

Engage candidates digitally in a compelling manner.

6

Allow candidates to provide feedback in order to continuously improve the candidate experience.

7

Use a flexible system that can easily and quickly be aligned to candidate feedback at any point in the process.

8

Provide multiple opportunities to educate, inform and engage candidates during quiet periods of the process.

# Our Solution



The team aspires to provide candidates with timely responses to enquiries and to personalise this support at each stage, to provide helpful and on-point communications throughout the process.

We therefore recommended a three-pronged approach:

**1**

## **FAQ Chatbot**

**A standalone solution, sitting on the website to inform, support and signpost candidates 24/7, driving engagement and applications.**

**2**

## **Live 1-2-1 Chat**

**Via handover from the bot, alerting recruiters that someone is waiting to chat, in real time.**

**3**

## **Live Group Chat**

**Scheduled group chatroom conversations around themes of interest to candidates, throughout the process, where the team can educate, inspire and support.**

This suite of tools enables the team to offer a warm and responsive candidate experience, with the potential to continue tweaking and updating the chatbot as needed, or as new information is made available that will further enhance communication with candidates.

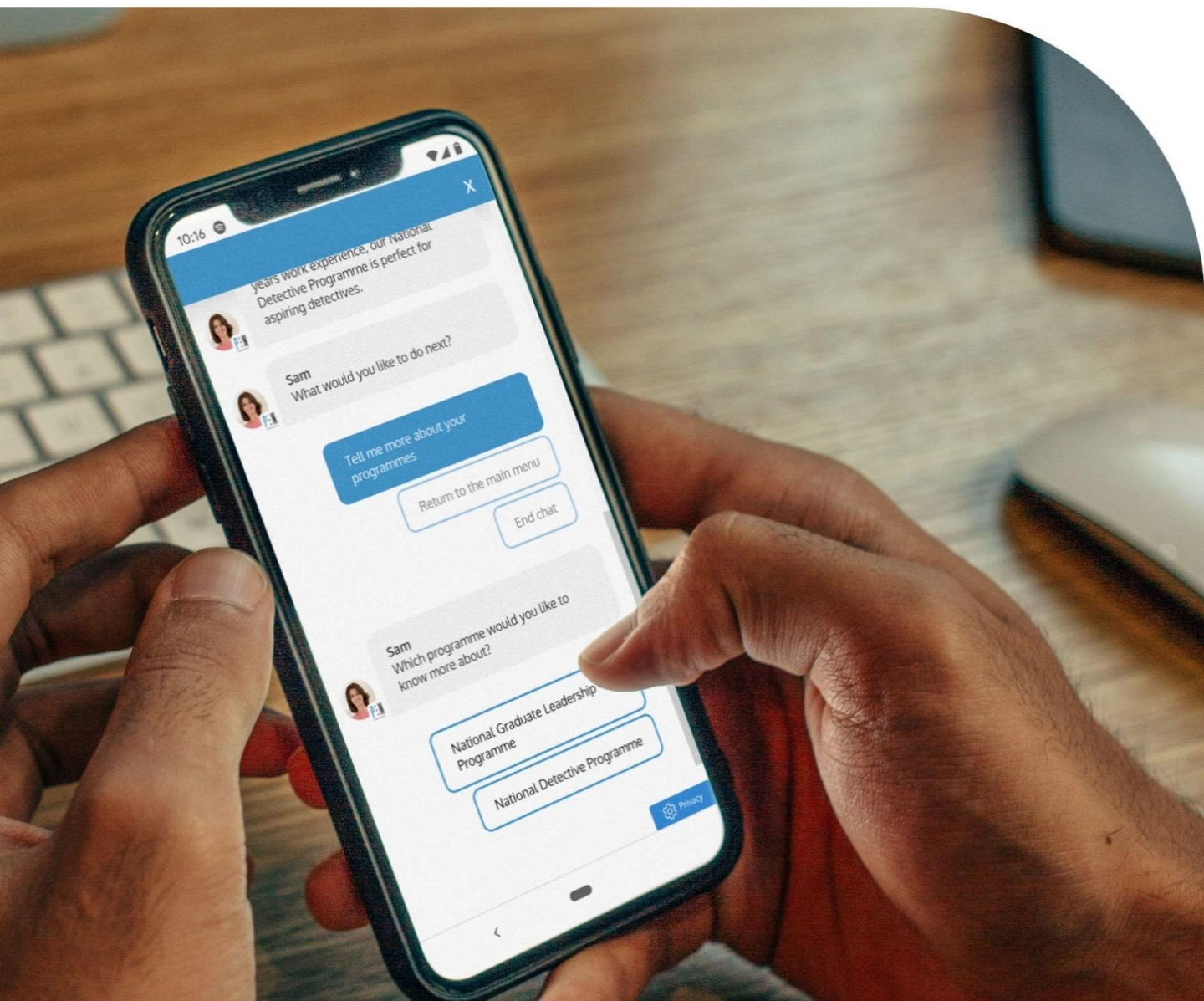
# FAQ Chatbot



The chatbot journey aims to nurture candidates through a voyage of information and discovery, with calls to action throughout in terms of engagement opportunities, handing over to 1-2-1 chat, and links to apply.

The bot is enabling the team to provide an immediate response to candidates at any stage of the process, 24/7, offering them options for exploring the programmes, the mission of Police Now and also providing support for candidates in process, with links to documents and webpages that will help them to prepare for the assessments and the role.

The feedback faces, or 'smileys', which punctuate the bot journey are enabling the team to capture candidate sentiment throughout the process and to measure the impact of the available mechanisms for reaching recruiters so that the team is able to provide a truly responsive service.



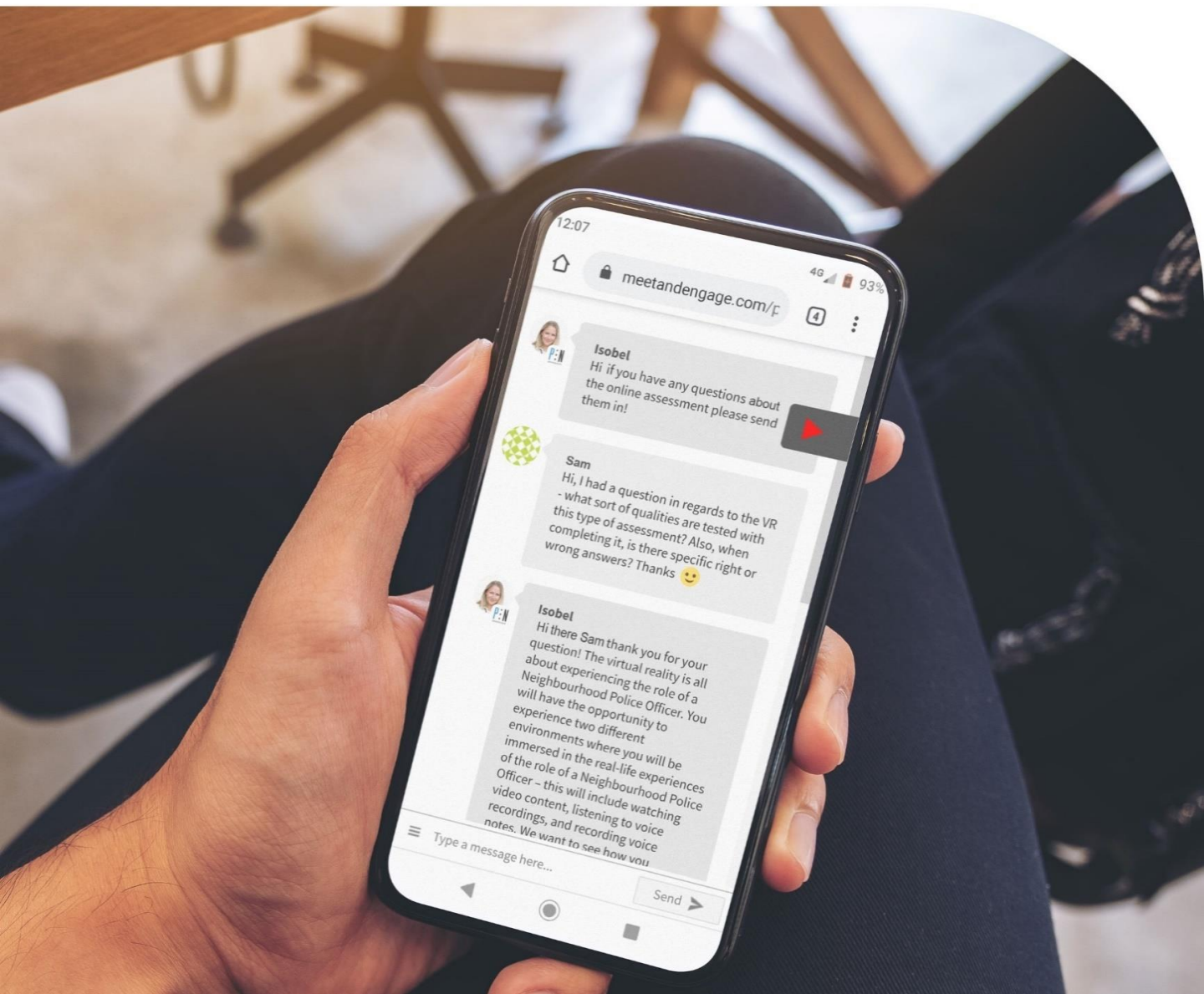
# Live 1-2-1 Chat



The live 1-2-1 chat functionality provides a mechanism for candidates to engage directly with a recruiter, find answers to their questions, allay any fears and build their confidence throughout the recruitment process.

When a candidate moves from the chatbot conversation through to a recruiter and makes an enquiry of any kind, the team is able to add a tag to that 1-2-1 conversation - which might be 'National Graduate Leadership Programme application' or 'secondment opportunities'.

By analysing the tag data, the team is able to draw valuable insight to help inform their comms with candidates more generally, and is then able to provide a proactive and responsive service, by inviting all candidates who have asked about a particular topic to join a scheduled group chat where they can access more in-depth information.



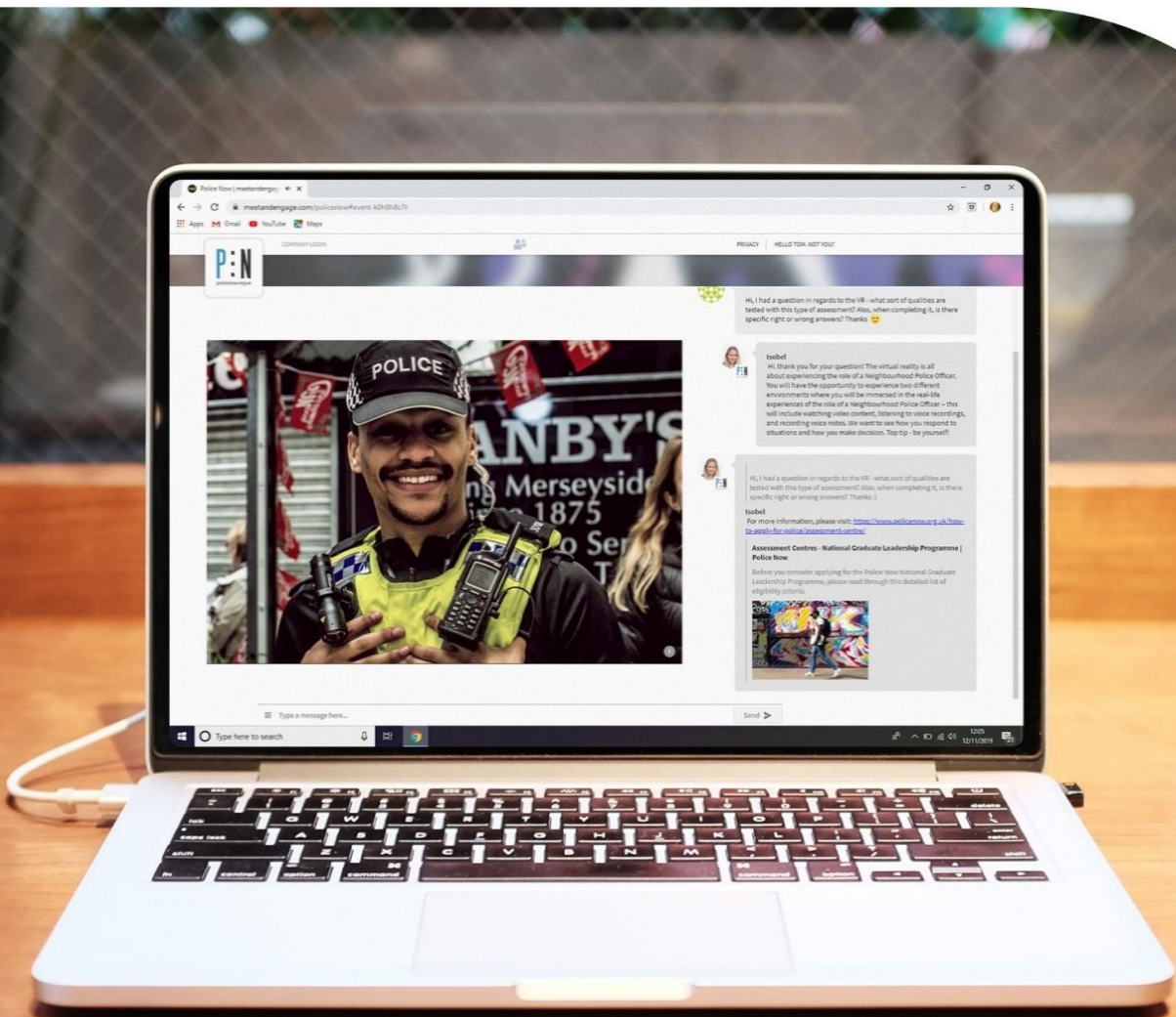
# Live Group Chat

At each stage, group chats are hosted online on the Meet & Engage site, to equip and inform candidates.

Knowing that candidates will absorb information in a variety of ways means that the team can share information using a range of media whilst in the group chat setting - videos, images and slides - to offer the maximum support to candidates attending a group session.

Group chats are always a balance of information sharing, capturing feedback via the live polling functionality, and open Q&A where candidates can ask questions in a secure and moderated environment - getting answers from recruiters and police officers in real time.

Whether it's sharing peer-to-peer experiences to attract candidates to the programmes, offering prep sessions ahead of each assessment stage, or hosting sessions to make sure candidates are kept warm and onboarded, the group chats are being used to offer candidates a fully nurtured and supported experience from start to finish.



# The Results

**1330**

chatbot conversations in the first two months.

**47%**

of bot conversations took place outside of office hours, when recruiters would otherwise be unable to respond with a personalised candidate experience.

**88%**

of chatbot visitors are either very happy or satisfied with their chatbot experience.

**1116**

1-2-1 online chats with candidates since launch.

**10**

group chats run in the first two months on important themes and data provided by 1-2-1 chats and FAQ's.

**58**

average Net Promoter Score (50 is the NPS benchmark for excellence)

*Really enjoyed this - gave a much more personal insight into many of the queries and other topics I was unsure about.*

*Really useful information. Left feeling really excited and motivated to join police now.*

“

*Working with the team at Meet & Engage to integrate their tech has enabled us to prioritise the candidate experience and utilise limited resource more effectively.*

*The introduction of the chatbot fields the first line of enquiry in handling our FAQs, with recruiters involved at the latter stages where they can add most value.*

*The use of group chats has helped us vary our approach with different focus topics for those at the early attraction stage compared to those already in the application pipeline.*

**- Adam Moore, Head of Marketing at Police Now**

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Meet & Engage has a suite of  
Candidate Experience Technology  
consisting of:

**Live Chat**  
**Candidate Experience Chatbots**  
**and Onboarding Solutions.**

[Request a demo](#)