



MEET &
ENGAGE
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Case Study



Chivas Brothers

Pernod Ricard

How Chivas Brothers Used Group Chat
To Engage Niche Candidates

Overview



Alongside actively engaging university students, **Chivas Brothers** wanted to boost applications for one of their graduate programmes that develops graduates into Brand Ambassadors.

Brand Ambassadors lie at the heart of Chivas. From interacting with customer to organising

and travelling to tasting events, meeting with bartenders and discussing products, being an Ambassador is a highly social role.

Identifying candidates with the right personality fit is therefore crucial during the application stage,

Their Challenges

| 1

Engage university students and educate them around the available opportunities for graduates

| 2

Increase quality of engagement without using more time or resources

| 3

Educate candidates prior to application with useful role specific information

| 4

Increase applications for their Brand Ambassador graduate scheme

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Alleviate candidate concerns during certain points of the application process such as the video interview stage

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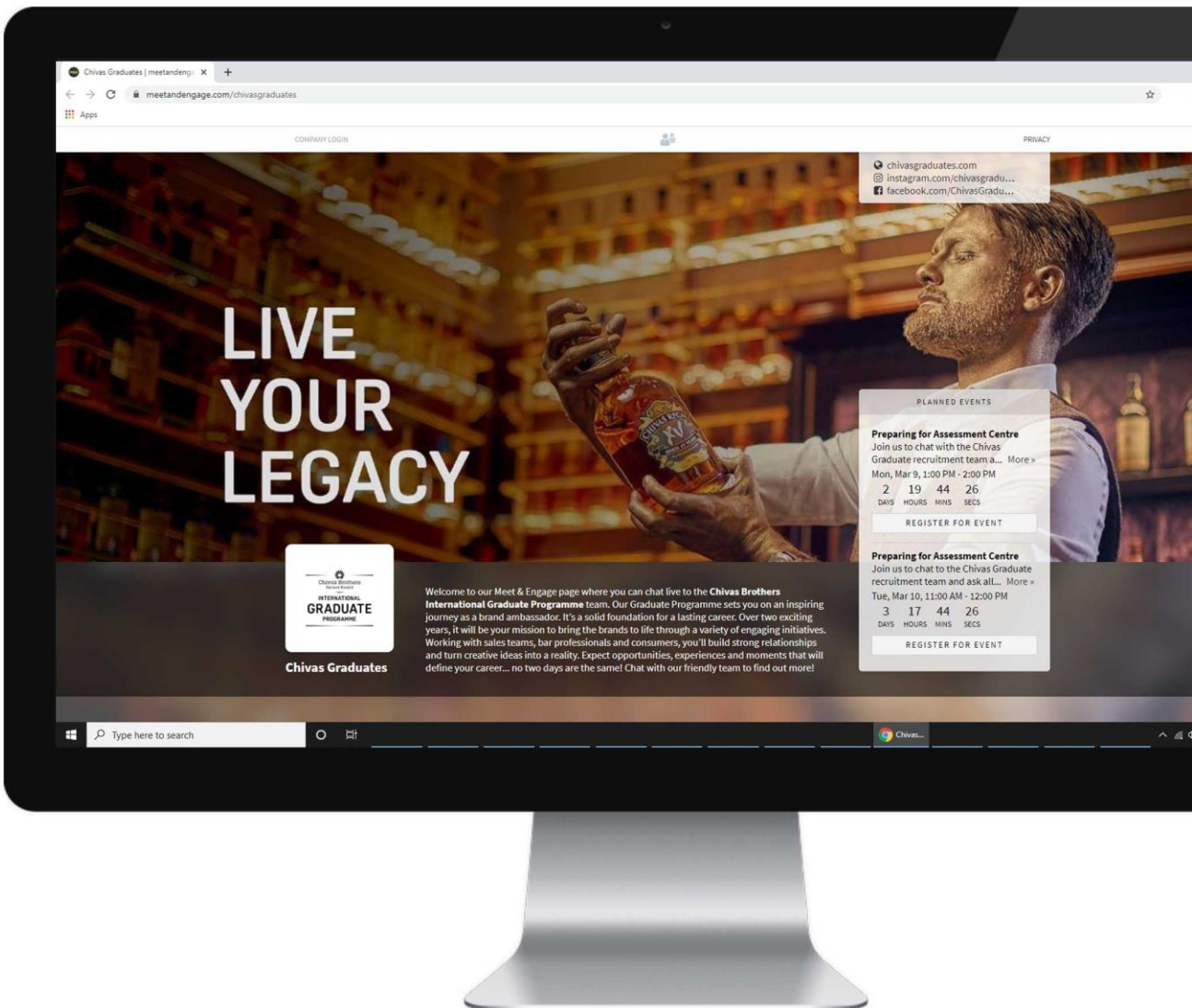
Provide a digital solution that felt familiar to graduates and saved money from expensive campus visits.

Our Solution

Chivas Brothers implemented Meet & Engage **Live Group chats** as a digital and innovative solution to better engage with candidates around their available graduate schemes.

The Meet & Engage live chat messaging platform is fully branded to match Chivas Brothers employer brand and extend candidate and recruiter conversations beyond face-to-face campus visits without masses of required time, resource and cost.

With students able to join group chat events via any device such as mobile phone, tablet or laptop, they could access these events on-the-go, from any location.



Results

Using Meet & Engage, Chivas Brothers hosted a series of online group chats to educate candidates about their graduate roles and to reduce misconceptions around points of the process where candidates felt concern.

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

Group chat event topics 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
- Preparing for Assessment centre



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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.

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- Kelly Hayes, Graduate Programme Manager



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

Live Chat
Candidate Experience Chatbots
and Onboarding Solutions.

[Request a demo](#)