Case Study
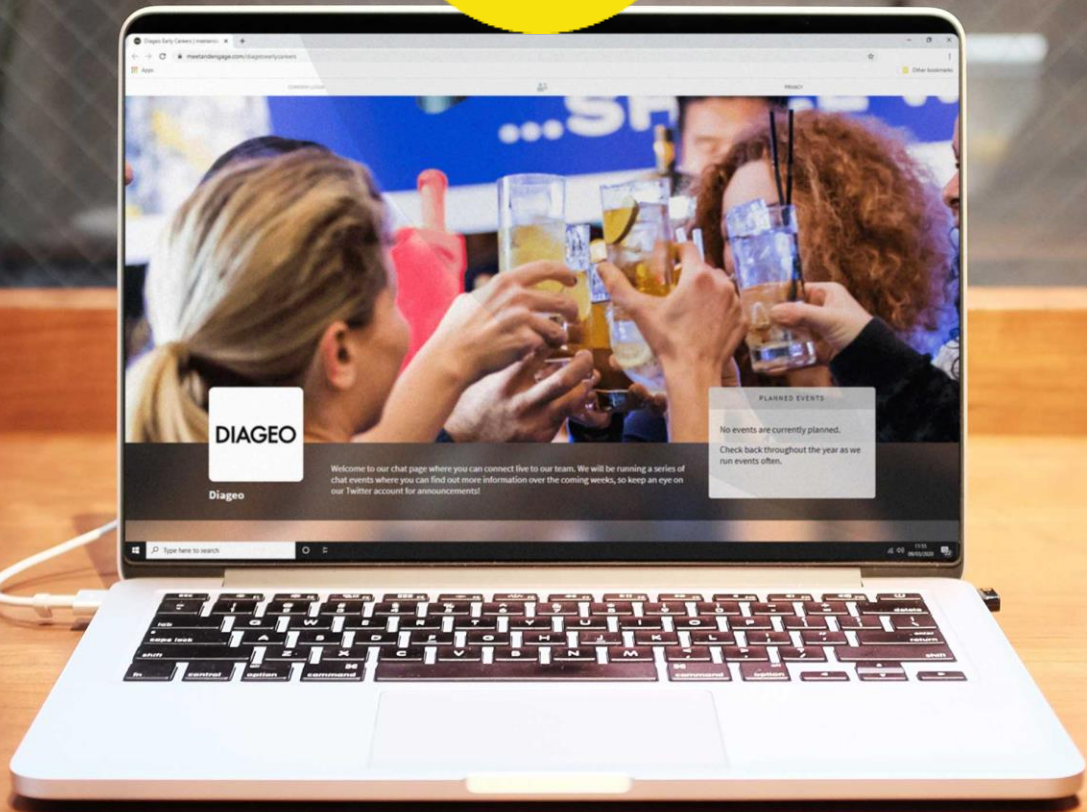
DIAGEO

How Diageo Used Live Chat To Better Engage European Graduates

Overview

In delving deeper into the data surrounding the typical recruitment journey at Diageo, the resourcing team started to pay special attention to candidate behaviour as they moved through the recruitment funnel.

They noted points of the process where candidates stalled and were in need of more support.

They found a high number of female candidates didn't progress through to complete their video interview.

It became clear that Diageo needed to better educate its candidates about its D&I initiatives and reduce candidate concern at video interview stage.

Recruiting from all over the world, Diageo needed a cost-effective solution to engage and educate candidates without the need to travel or restrict engagement to a specific local area.

Therefore, a digital solution would be best suited to help Diageo engage globally.

Their Challenges

1

Educate candidates around the active diversity and inclusion initiatives.

2

Engage with graduates digitally in a way that is quick, easy and familiar.

3

Measure the performance of the candidate experience.

4

Personalise the process for specific target audiences.

5

Ease candidates into communicating with the brand comfortably and frequently.

6

Keep candidates warm throughout the recruitment process.

Our Solution

With a team **based across Europe**, Diageo needed a digital solution and a smart way to create conversations with candidates from all over the globe. Therefore, Diageo implemented the **Meet & Engage Live Chat Messaging** platform in order to host regular live chat events to engage with specific groups of candidates at attraction stage.

The live group chat events were hosted by employees who had joined the graduate programme the previous year and shared their experiences at the organisation. **Creating dialogue between employees and candidates** would offer room to share more about the organisations D&I initiatives and help candidates to feel more informed and comfortable in order to proceed with an application.

Diageo created daily drop-in chat sessions for candidates so that the resourcing team could better address their concerns and provide any support throughout the process. This allowed for frequent communication with candidates and also to keep candidates warm effectively.

In preparation for their next graduate campaign and in order to better understand their candidates, Diageo used the Meet & Engage Data and Live Insights tool to run polls for candidates 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.
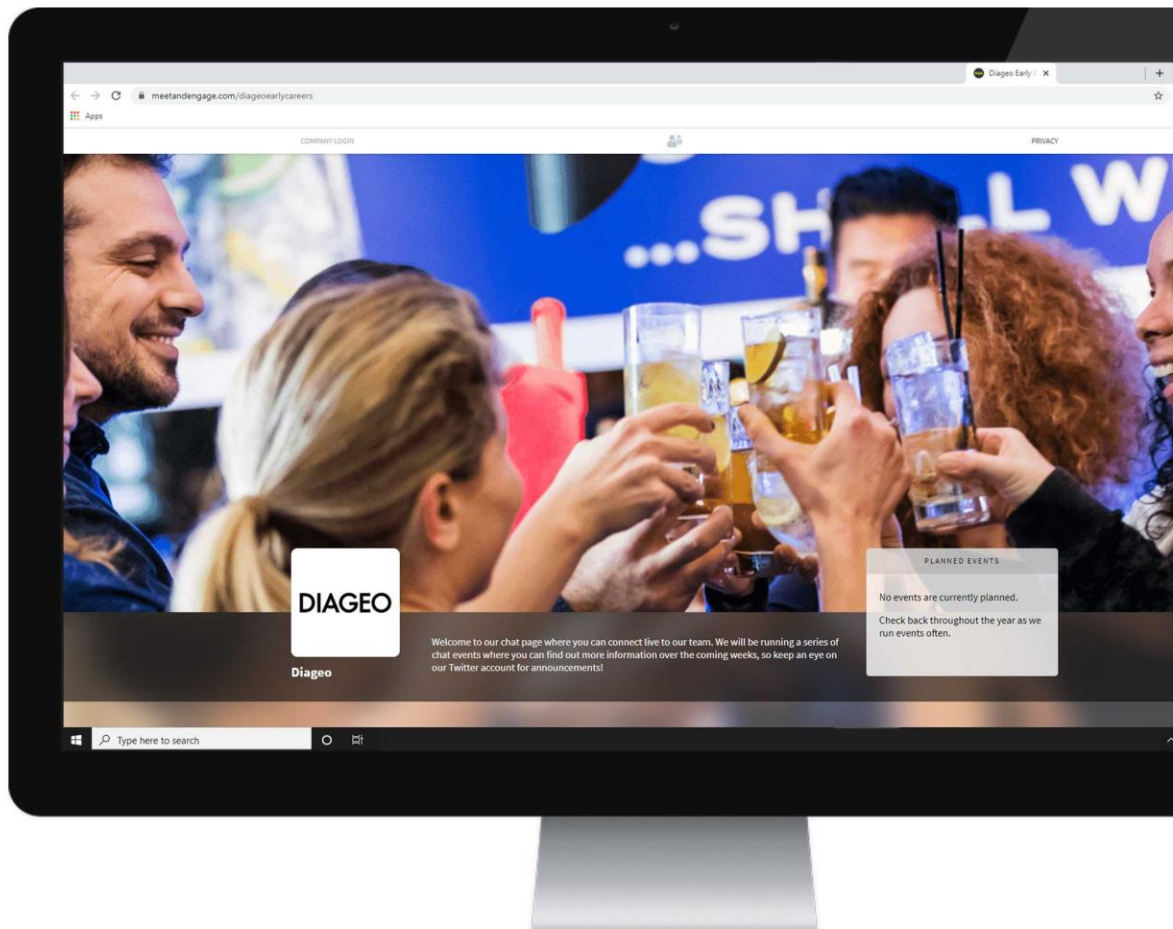
Results

80% of the 91% of female candidates who asked questions about the video interview stage went onto complete this stage.

81 average Net Promoter Score achieved over the course of the graduate campaign. A score of 70 is considered 'world class'.

In-chat Live Polls have allowed Diageo to understand what candidates are looking for in an employer and personalise chats in real-time.

65% of 1-2-1 participants were female and 25% of users were non-UK residents.

Saved time & Resource by engaging with multiple candidates in a single sitting.

"

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.

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- Yvonne Crew, Head of Global Early Careers

MEET & ENGAGE

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

Live Chat
Candidate Experience Chatbots and Onboarding Solutions.

Request a demo