



CASE STUDY

Improving social
mobility through
personal candidate
support and
engagement





A virtual world offers many new challenges for employers and candidates. It also offers many opportunities too. For companies like Direct Line Group (DLG) who are focussed in making a difference to social mobility, it provided a platform for more focussed engagement and for individual candidate support.

This is their case study on how specialist targeting and a virtual platform allowed DLG to support candidates' individual needs and achieve greater diversity and inclusivity in their hiring.

The Challenge

For this campaign, DLG were looking to achieve a number of objectives:

- 1** Take advantage of the new virtual world and home working environment to recruit a minimum cohort of 12 apprentices across the UK.
- 2** the objective set to connect with candidates considered less socially mobile.
- 3** Provide a personal point of contact for each candidate, supporting them from point of attraction to on-boarding.
- 4** Support candidates of low social mobility through the assessment and selection process, paying special attention to the video interview process and the coaching they require.

A campaign such as this one poses a number of interesting challenges as well as some incredible opportunities. To start with, targeting for deprived areas would require the careful consideration of social datasets. Additionally, our insight and experience has found that selection and interview stage of any recruitment campaign as a particular stumbling block for deprived candidates. One on one support and relationship building would be an imperative to a successful hiring campaign.

“Everyone has been really friendly they give great advice”



The Solution

The campaign could be split into three main focus areas: data and targeting, attraction and outreach, and support and interview.

Data & targeting

Indices of Mass Deprivation (IMD) data was used and was mapped against candidate behaviour, allowing us to identify those from the most deprived backgrounds. The GetMyFirstJob (GMFJ) engaged candidate database was then needed for correlation with the IMD data in order to confirm great fitting candidates to reach out to.

Attraction & outreach

Ensuring maximum candidate engagement started with a review of the candidate journey, from initial contact through to application, interview and assessment. Communicating this journey clearly with each individual would help maintain that engagement too.

Support & interview

Though the GMFJ website and database, email, texting and personalised recruiter interactions would form the core of candidate communication. It was also the one-on-one recruiter interaction that would enable the required support for each candidate as they progressed through the stages of application and interview. This was a key step in creating a level playing field and catering for those candidates considered more deprived, building their understanding and confidence to a point where they could effectively take part in interview and assessment.

“I had all the information about the job role and the recruitment process since the very beginning.”

The Results

The campaign approach saw many successes:

79%

Of candidate hires came directly from the GetMyFirstJob candidate data pool

73%

Of the most deprived social mobility group made it to interview

14

Hires made

Diverse hires
were made across the board

79%

Female candidate hires
