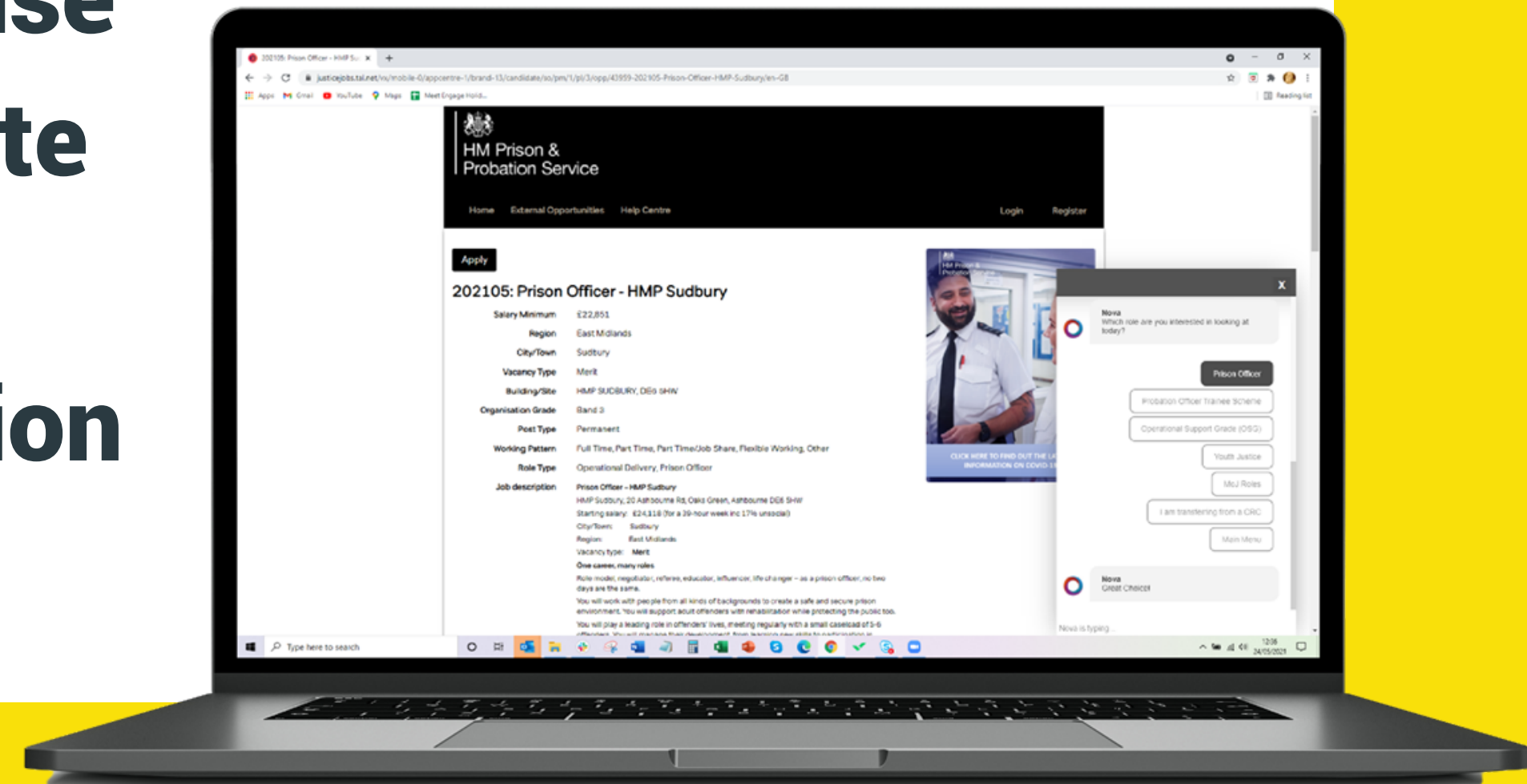
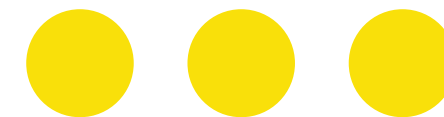


Case Study



How the Ministry of Justice use Chatbots to increase candidate engagement and arm candidates with the information they need to succeed.





The Challenge:

SSCL needed to find a way for their client, the Ministry of Justice, to engage with potential and in-process candidates in a valuable way that answered questions, provided valuable advice, sifted candidates for different jobs, while also improving time efficiency for recruiters.

To support their rolling recruitment to Ministry of Justice roles, their objectives were to:

- Offer **24/7 engagement and support** for candidate FAQs
- **Increase candidate agency**, by including a self-sift
- Transfer candidates to chat with a recruiter during office hours, for complex and candidate-specific queries
- **Enable the team to measure and report** on candidate experience
- Implement a **dynamic solution** that could respond to Government-led changes and captured feedback, to be kept evergreen

The intent was to **help candidates understand the different roles** and their respective eligibility criteria. It was also important to **maximise every encounter**, so candidates who found they weren't eligible for their target role explored other roles rather than walking away. Also, clarity around pay and benefits attached to each role was essential – especially where they varied by location.

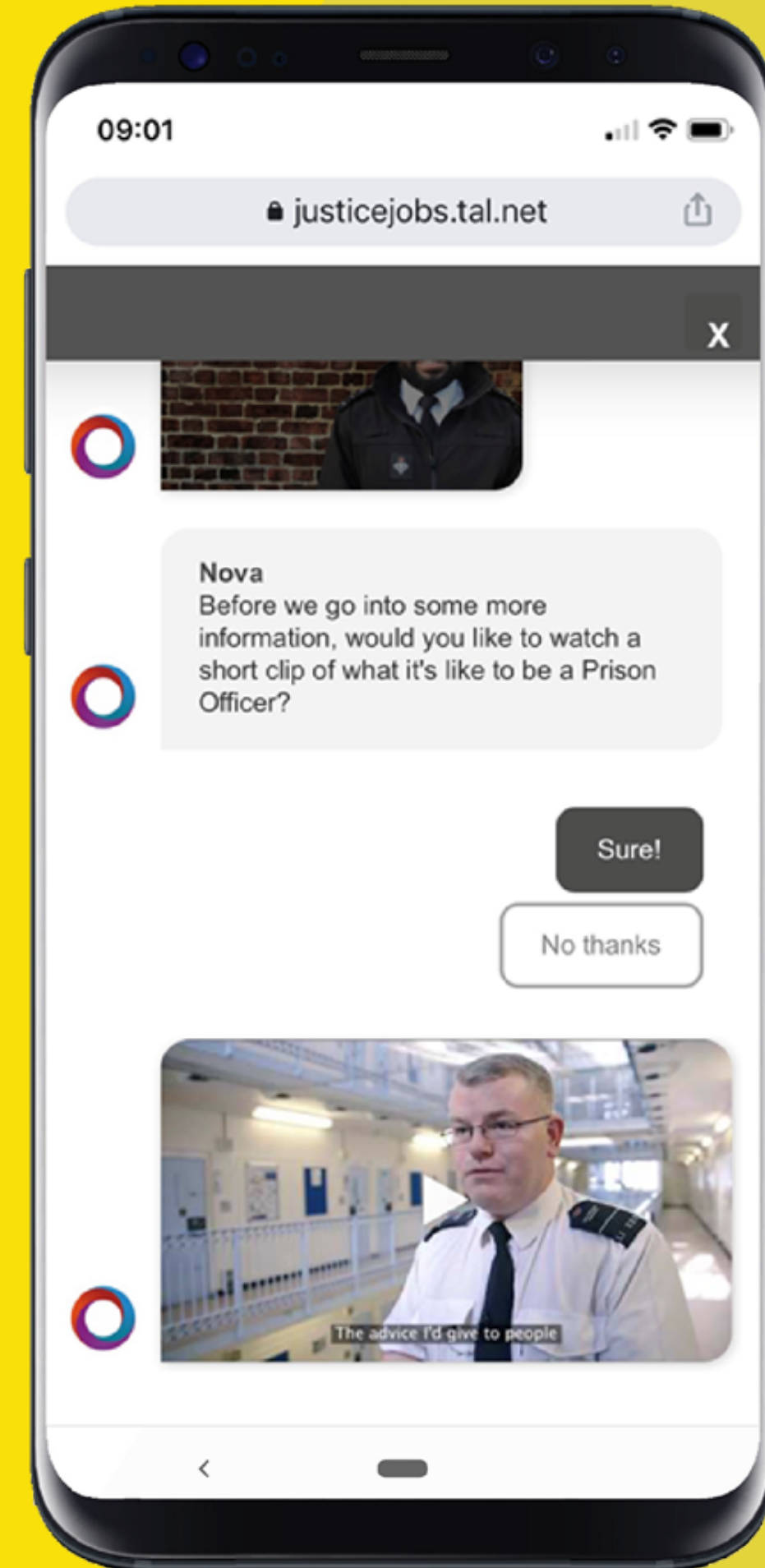


The Solution:

A chatbot that answers FAQs, helps candidates self-sift for 7 different roles, and seamlessly hands over to live chat with a recruiter during office hours.

Whatever route the candidate takes through the chatbot, they are served engaging content packed with videos from current employees, and handed over to live chat or email with a recruiter whenever they need further help.

Feedback is built-in, and the chatbot integrates seamlessly with the ATS.



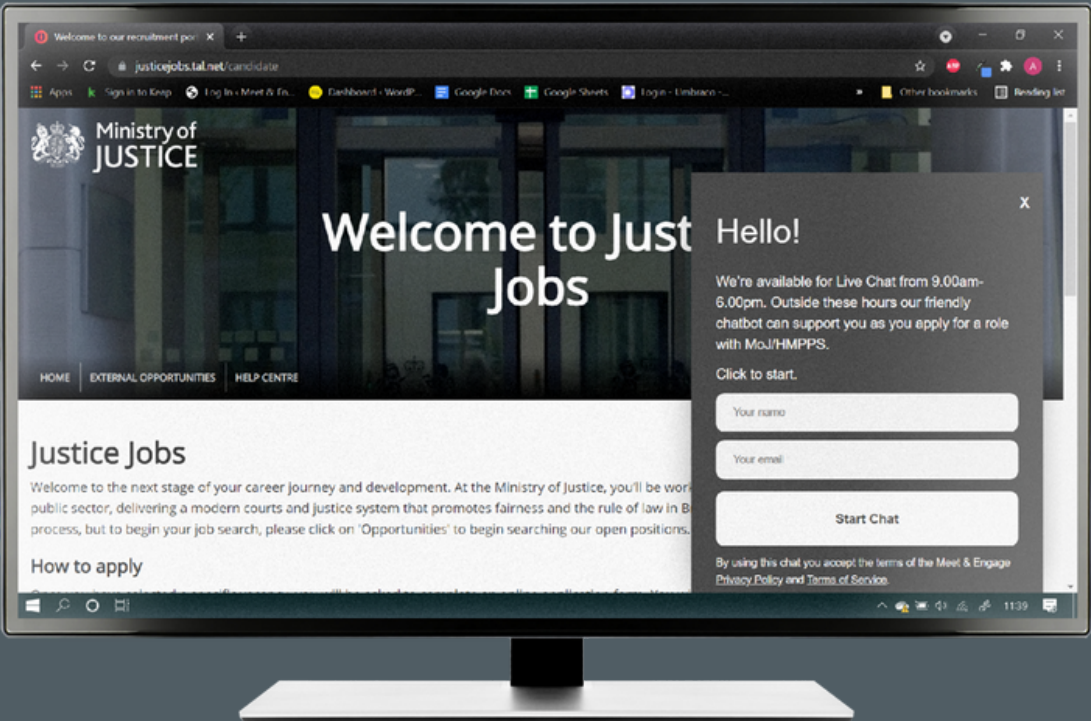
The Results:



94%
satisfaction rating

234 days
of human work time
saved by the bot!

94% positive
smiley face feedback



37,494 chatbot
conversations
in first 4 months

2754 candidates
transferred to a recruiter
in first 21 days



User Feedback:

My issue was resolved very quickly.

Easy to access - no waiting.

Very helpful and also really quick at sorting my query.

Really friendly and informative, and answered my many questions.



Meet & Engage has a suite of
Conversational Recruiting Technology
consisting of:

Campus Engager
Recruitment Process Nurture
Inspire & Nurture
and Timeline for Onboarding

[Request a demo](#)

info@meetandengage.com
[@meetandengage](#)

