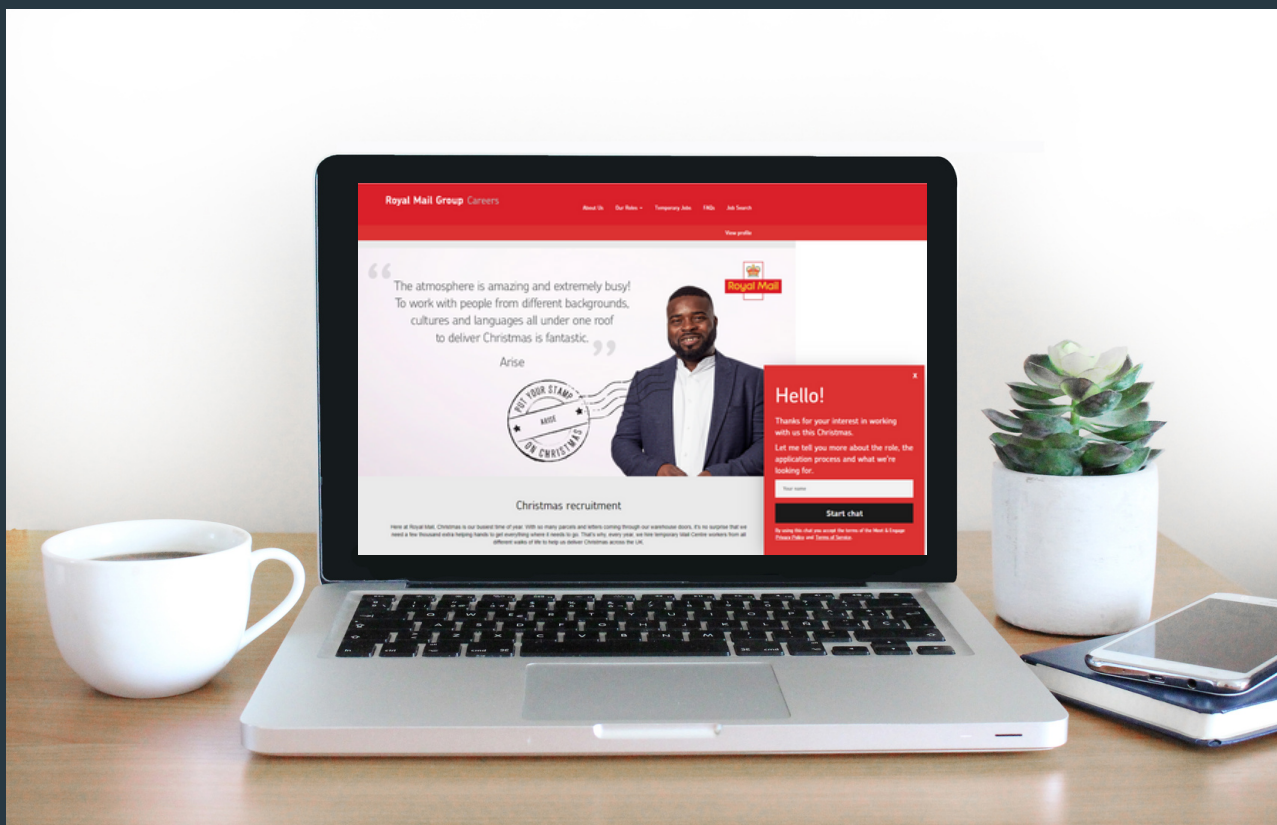


Case Study

How Royal Mail created an exciting and inclusive online onboarding experience for their Christmas seasonal workers





The Meet & Engage technology used by Royal Mail includes:

Candidate Experience Chatbots

- 24/7 answers to candidate queries
- Fully automated solution – compliant and consistent
- Share employer brand assets (e.g. video) to bring the brand to life
- Gather candidate experience feedback

Timeline for Onboarding

- Automated candidate journey in a personalised social-style interface
- Content shared by wall posts, videos and articles
- Email and SMS nudges to see fresh content
- Candidate experience pulse checks

Summary

The Challenge:

Create an outstanding candidate experience whereby candidates received the information they needed in a timely manner, while reducing the people-hours required to answer their enquiries. Increase engagement and reduce renege and attrition rates. Hire a workforce who were invested in 'delivering Christmas' using a 100% digital process.

The Solution:

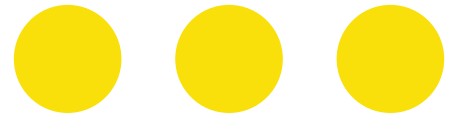
Three chatbots, to help match candidates to positions, and answer questions at all hours. A Timeline for Onboarding that provided a social media style platform taking candidates from offer to their first week.

The Results:

87,000 chatbot conversations, reducing email enquiries by 69%, and answering 80% of candidate questions. 94% of candidates registered for Timeline, with 83% feeling more prepared for day one. Attrition down 50%.



[Click to watch a summary video!](#)



The Challenge

Royal Mail had always held large-scale, face-to-face recruitment events for their Christmas Flexible Worker roles, but in 2020 they moved to an entirely digital recruitment process. This meant that candidates were being asked to do everything online – from applying and having their documents verified to accessing support and completing their induction process.

Whilst the process in 2020 had been a success in terms of attracting, processing, and hiring the numbers needed, the pandemic and uncertainty around jobs and furlough had undoubtedly helped Royal Mail meet their quotes: a situation that was unlikely to be repeated the following year.

A knock-on effect of going completely digital was also the sheer volume of enquiries candidates had during the different stages of the journey, resulting in the Advice & Support team being overwhelmed by incoming emails, hitting 1,000 per day at its peak. This meant delays in getting back to candidates to resolve their queries, which in turn led to a poor candidate experience and a longer time to hire.

Attrition was also proving a concern. Coupled with the increase in consumer online spending and subsequent competition for temporary Christmas workers across the logistics and retail sectors, ensuring candidates were kept warm and engaged once they'd accepted an offer was going to be key. In 2020, a 'Countdown to Christmas' email campaign had been implemented, but it required the team to manually input candidate details, something that was hugely labour intensive for an already over-stretched team.



Objectives

Going into the 2021 Christmas season, the key areas of focus were to:

- Reduce email enquiries to the Advice & Support team
- Provide 24/7 access to FAQs
- Reduce the people-hours required to input candidate details into current Countdown to Christmas keep warm initiative
- Reduce renege/no show rates from point of offer to day one
- Reduce attrition in first few weeks from day one
- Provide a better candidate experience throughout the process

Working with the Royal Mail Group's Christmas Project Team, Meet & Engage looked at how we could implement our chatbot and onboarding technology to meet these objectives, focusing on each stage of the process to ensure maximum impact for both Royal Mail Group and the candidate.

Breaking the project down, we looked at each stage of the recruitment journey separately. How could we create a positive candidate experience and at the same time reduce the burden on the Royal Mail Group team?



The Solution

It was agreed that we would introduce the use of chatbots at each stage of the process, and introduce an onboarding platform to replace the Countdown to Christmas keep-warm initiative. Meet and Engage worked with Royal Mail to create:

Holly, the match-me chatbot

- shared key aspects of the role including a 'day in the life' video at the pre-apply stage
- served up via a plugin on the Royal Mail Careers website's Christmas recruitment pages

Robin, the in-process FAQ chatbot

- for anyone at the in-process stage of the recruitment journey
- served up as a full-page plugin via a link within ATS email comms

Nick, the onboarding FAQ chatbot

- for anyone at the post-offer stage of the recruitment journey
- served up within the Timeline platform as well as a full-page plugin

Timeline for Onboarding

- onboarding platform for all those from point of offer accept
- candidates were invited to register via link within ATS email comms

The screenshot displays the Royal Mail Group Careers website. The header is red with the text "Royal Mail Group Careers" and navigation links: "About Us", "Our Roles", "Temporary Jobs", "FAQs", and "Job Search". A "View profile" link is also visible. The main content area features a quote: "The atmosphere is amazing and extremely busy! To work with people from different backgrounds, cultures and languages all under one roof to deliver Christmas is fantastic." attributed to "Arise". Below the quote is a circular stamp that says "PUT YOUR STAMP ON CHRISTMAS" with "ARISE" in the center. A photo of a smiling man in a blue suit is shown. The Royal Mail logo is in the top right. A red chatbot overlay is open on the right, with the text "Hello! Thanks for your interest in working with us this Christmas. Let me tell you more about the role, the application process and what we're looking for." It includes a text input field for "Your name" and a "Start chat" button. At the bottom of the chatbot, it says "By using this chat you accept the terms of the Meet & Engage Privacy Policy and Terms of Service."



The Solution

Holly was designed to explain the role of a Christmas Flexible Worker. **Robin** and **Nick** were designed to help answer frequently asked questions. Robin and Nick both handed over to an email if the user couldn't find the answer to their question through the chatbot.

Timeline had two distinct flows of content. The **'Pre-start'** flow shared content aimed at supporting the candidate through the induction stage of the recruitment journey – sharing links to the Induction Hub, reminding them to watch the videos and complete the survey. The **'Post-start'** flow had more general content aimed at informing and engaging users once they'd joined Royal Mail.

Jules Spencer
3 months ago

Welcome to Royal Mail and congratulations on your successful application! Let me introduce you to your Welcome Portal...

Hello

1 like 0 me

Sarah Harding
3 months ago

As you'd expect, the volume of parcels goes up a lot over the run up to the festive season, and typically, you'll spend most of your time processing them. Although, things can change from day to day, so we'll need you to be flexible and we may need you to switch between letters, parcels and other teams around the centre.

1 like 0 me

Welcome Portal | Royal Mail | Induction Hub | Nick FAQs | My Preferences

Dev Bagnall
2 months ago

Linda is a mother and new to the UK. Watch her story about how working for Royal Mail fits her life and how welcome she was made to feel.

Jules Spencer
2 months ago

We're always striving to improve our processes in relation to our Christmas recruitment campaign and as such we've created a short survey which we'd encourage you to complete - it will only take a few minutes, we promise!

<https://royalmail.co.uk/surveys/2020/12/01/ChristmasRecruitmentSurvey>

Please give your feedback

Sarah Harding
2 months ago

Did you know that in 2020 we delivered 12.6 billion letters and 1.3 billion parcels?

Duncan Andrews
2 months ago

January 3 is International Mind Body Wellness day. This time of year can be difficult for many of us. Learn more about mental wellbeing at <https://www.mind.org.uk/information-support/>

Duncan Andrews
2 months ago

As Royal Mail, protecting the health, safety and welfare of our employees remains our number one priority. Health and Wellbeing Ambassadors (where in place) can work with colleagues and managers to help create a positive and safe work environment.

Duncan Andrews
2 months ago

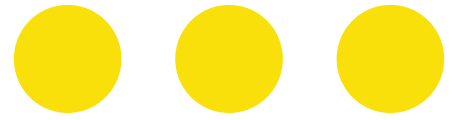
Although the first ever postboxes were red, there were complaints that they were an eyesore in the countryside, so they were painted green a couple of years after they were launched. By 1874, they had become part of everyday life and people complained that they couldn't see where they were - so they were painted red again. Red remained the standard colour for boxes from then on with few exceptions.

Sarah Harding
2 months ago

The world's first scheduled service for transporting mail by air took place in the United Kingdom on 9 September 1911.

<http://500years.royalmailgroup.com/gallery/first-airmail-service/>

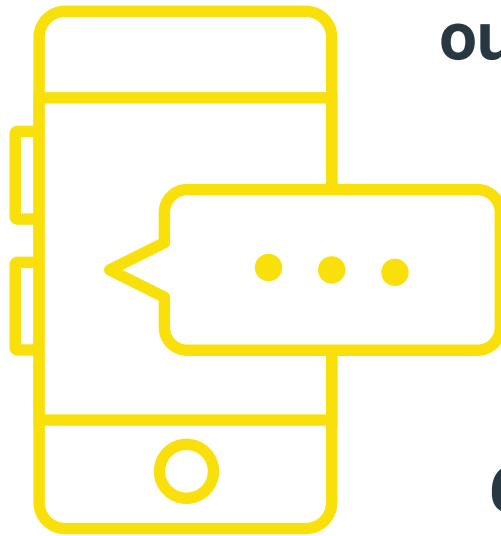
500 years of Royal Mail



Results: Chatbots

87,000 chatbot conversations

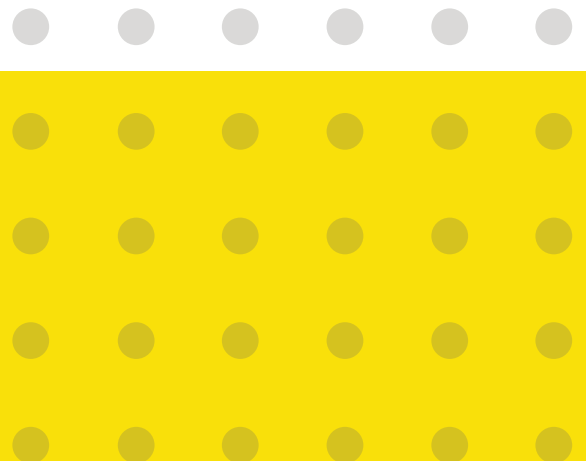
42% of chatbot queries were answered out of hours

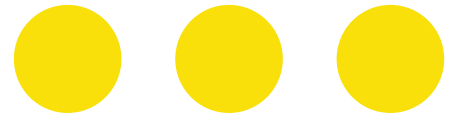


79% positive smiley face feedback

69% reduction in email traffic

80% of candidate questions answered by Robin and Nick

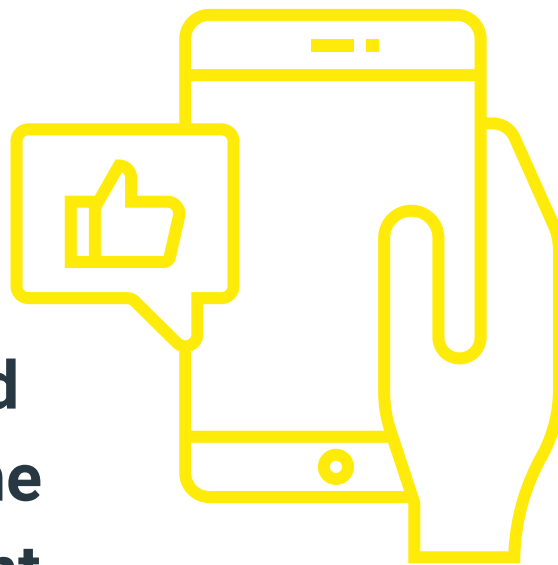




Results: Welcome Portal

83% felt more prepared for day one

94% registration uptake

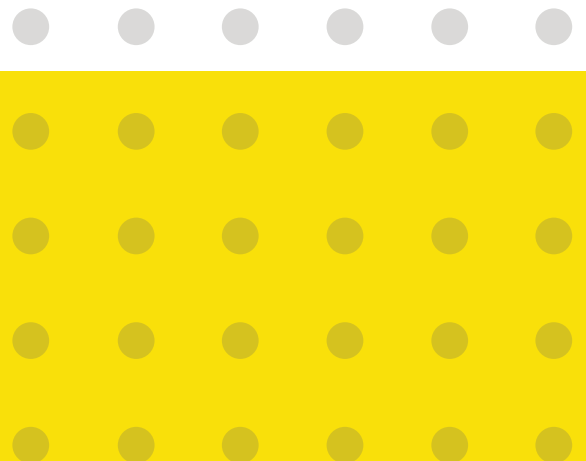


50% reduction in attrition

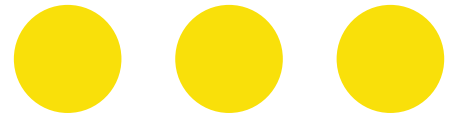
90% enjoyed their welcome portal content

x7 average number of visits

2mins40sec average time spent engaging



Feedback

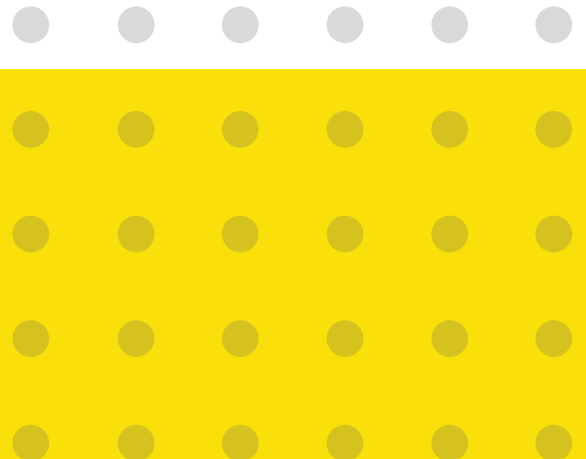


“Super, loved it, hope to join next year.”



“The chatbot was excellent.”

“Was a great experience to work at Royal Mail, I will do again if I have the opportunity. Thank you.”



Conclusion

The essence of a great candidate experience is about being responsive, informative and communicative to support a candidate throughout their recruitment journey.

It's about educating on the realities of the role, providing answers to questions when they're needed, and sharing relevant, helpful and fun content to help them feel engaged and connected.

It's about making them feel part of the team before they've joined and making them feel they're valued from the start.

For us, this campaign has been a real joy to be part of. It was a true collaboration between a client and supplier, working together to achieve results that at the outset we could only have dreamt of.





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

Inspire & Nurture
Candidate Experience Chatbots
and Timeline for Onboarding

[Request a demo](#)

info@meetandengage.com
@meetandengage

