Case Study

How Royal Mail Group streamlined their onboarding process to reduce attrition and drop-out rates of postal workers

Meet & Engage

The Meet & Engage technology used by Royal Mail Group includes:

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

Meet & Engage

Background

The role of a postie is physically demanding, requiring individuals to walk up to ten miles a day, five days a week, in varying weather conditions while carrying heavy loads. Early starts, shift work, and the occasional encounter with unfriendly dogs further contribute to the challenges of the job. Despite these challenges, posties are seen as vital members of the community, familiar faces who are deeply rooted in the neighbourhoods they serve.

Royal Mail has no trouble attracting applicants, but many new hires do not fully grasp the demands of the role and often leave within the first four weeks. This presented a significant issue, with an estimated 15,000 posties expected to leave in 2024. To maintain staffing levels, Royal Mail needed to recruit 250-300 new posties each week. They also faced high dropout rates between the job offer and the first day, which they attributed, in part, to the lack of a consistent onboarding process.

To address these issues, Royal Mail sought to create an onboarding experience that would set clear expectations, engage new hires, and ultimately reduce renege and attrition rates. Their specific goals were:

- A simple, quick-to-deploy solution
- A balance between informing candidates of job demands and creating excitement for the role
- An adaptable system for varying onboarding periods (from two days to two weeks)
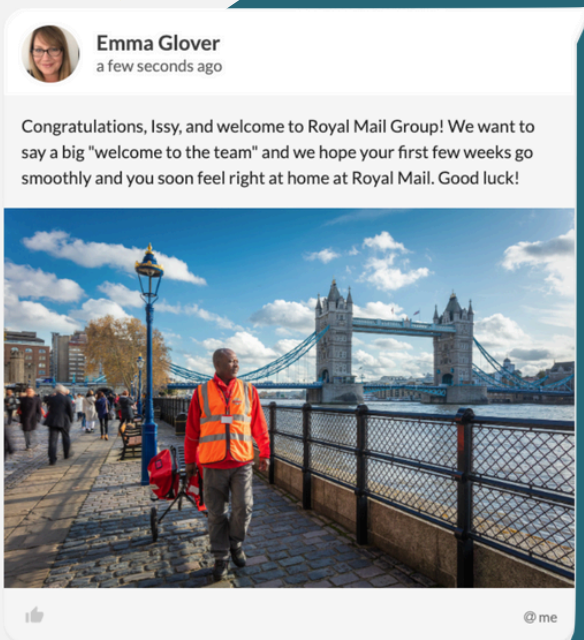- A reduction in early exits and reneging on job offers
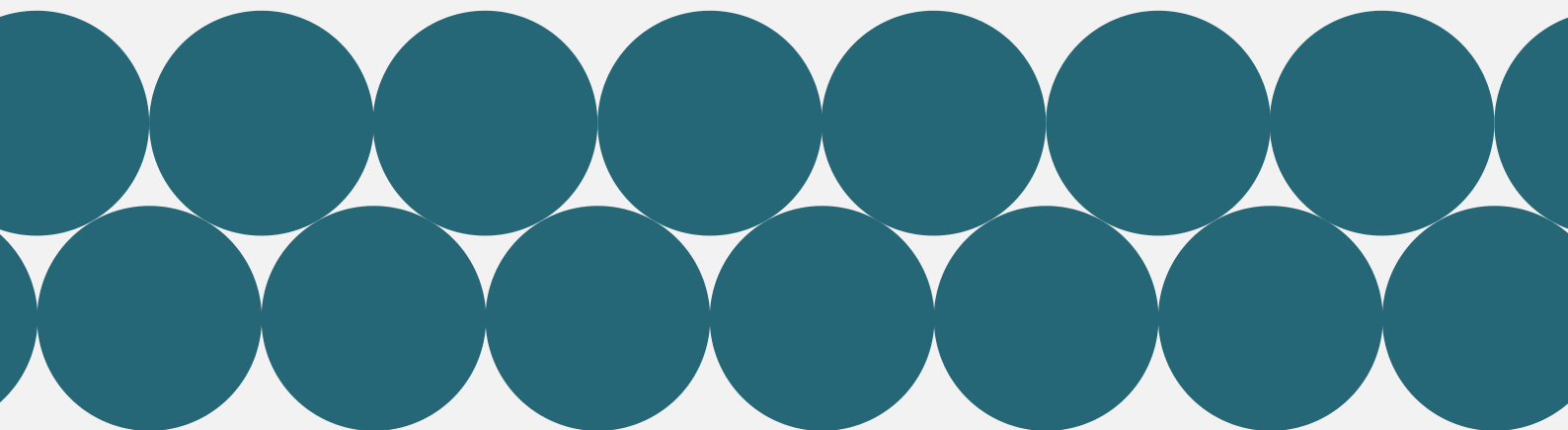
Solution

Building on the success of previous collaborations, including an award-winning campaign to support recruitment of high-volume Christmas temporary workers, Royal Mail partnered with Meet & Engage to design a tailored onboarding solution for new posties.

They identified three key KPIs:

- Delivering a positive and engaging candidate experience
- Reinforcing the realities of the role
- Reducing renege and attrition rates

Leveraging the Meet & Engage Timeline platform, a bespoke onboarding journey was created for Royal Mail. Timeline is a web-based portal that delivers personalised content to candidates, guiding them from the offer stage through their first day on the job. The platform is designed to engage candidates through interactive content and videos that reflect Royal Mail's EVP.
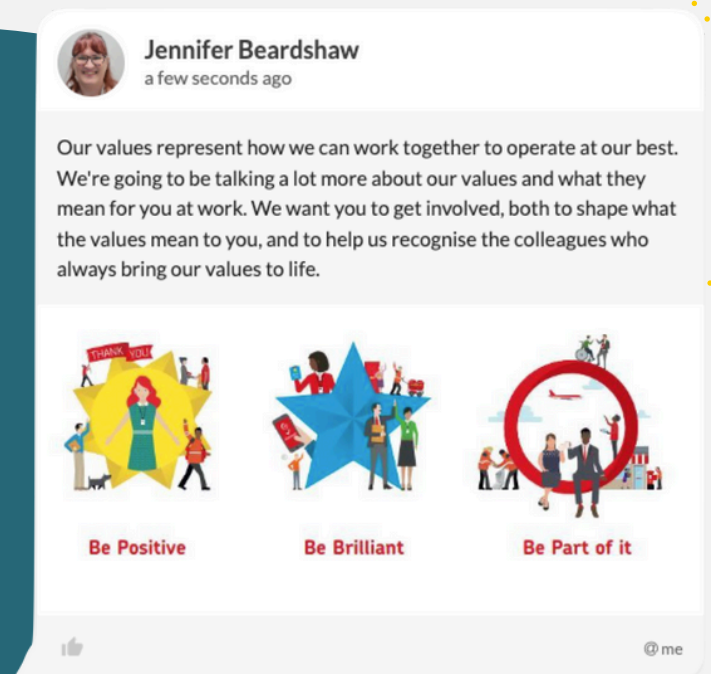

Emma Glover
a few seconds ago

Congratulations, Issy, and welcome to Royal Mail Group! We want to say a big "welcome to the team" and we hope your first few weeks go smoothly and you soon feel right at home at Royal Mail. Good luck!

👍   @ me

Jennifer Beardshaw
a few seconds ago

Our values represent how we can work together to operate at our best. We're going to be talking a lot more about our values and what they mean for you at work. We want you to get involved, both to shape what the values mean to you, and to help us recognise the colleagues who always bring our values to life.

Be Positive   **Be Brilliant**   **Be Part of it**

👍   @ me

Given the urgency of the project, the team repurposed existing assets from Royal Mail's media library and built a two-day content sequence for the Welcome Hub. This allowed even those with short onboarding windows to access all the content. The process was simple:

Candidates were invited to register via a URL link provided in their offer emails.

After registration, candidates immediately gained access to day one content, followed by email and SMS alerts on day two to notify them of new material.

Interaction triggers ensured that candidates who missed content were reminded to log back in.

To maintain engagement, the onboarding journey was carefully calibrated to prevent content overload. Based on previous data, Meet & Engage recommended limiting content to around 15 posts over the two-day period, with a mix of job expectations and EVP posts. This balance allowed candidates to absorb key information without feeling overwhelmed.

Results

In the first six months of the program, the following results were observed:

- 17,800 candidates who accepted offers were invited to register.
- 8,776 candidates registered, representing a 49% uptake.
- 96% of registered candidates reported that the content helped them feel more prepared for the role.
- Two-thirds of users logged in to access the second day of content.
- On average, candidates spent 5 minutes and 30 seconds engaging with the content each day.
- 62% of users accessed the Welcome Hub via mobile devices.

The primary goals of improving the candidate experience, setting realistic job expectations, and reducing renege and attrition rates were met.

Positive feedback, including a 96% satisfaction rate from candidates, confirmed that the Welcome Hub effectively created an engaging onboarding experience.

In terms of KPIs:

- Renege rates reduced from 35% to 12%.
- Early attrition within the first 30 days was cut from 32% to 16%.

This case study highlights the impact of a well-executed, tailored onboarding process in addressing the unique challenges faced by high-volume recruitment organisations such as Royal Mail.
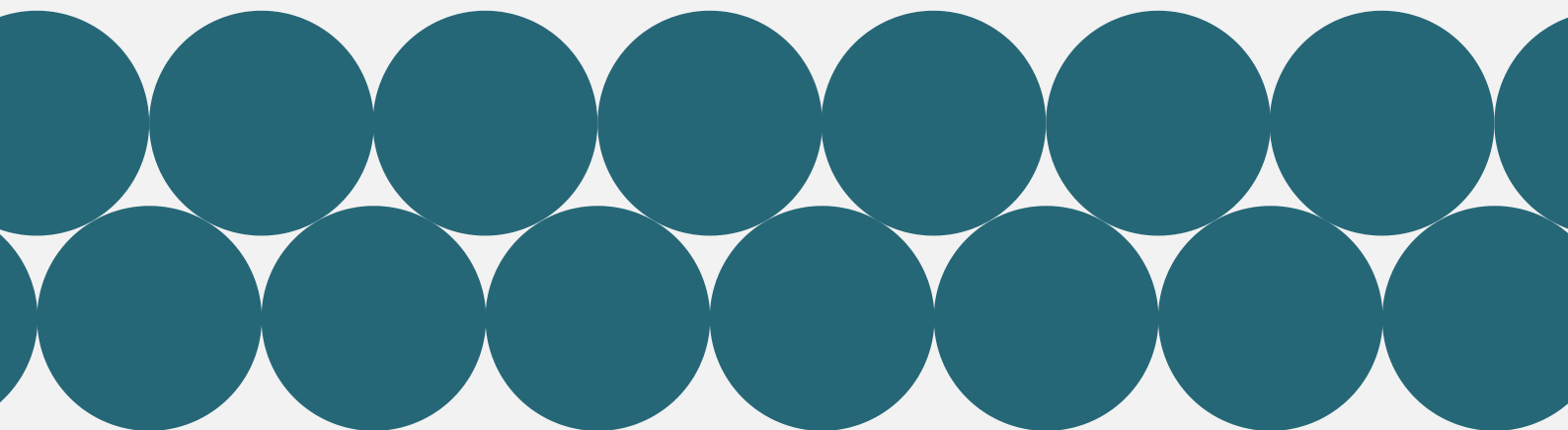
To find out more about Meet & Engage and our suite of candidate engagement technology,

Book a Consultation

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