



To select their business leaders of the future, Barclays partner with Reed to deliver an on demand recruitment programme processing 10,500 applicants every year.

“Reed took the time to understand our business specific competencies and delivered selection processes to ensure that every new recruit is right for the role and our organisation's culture”

Hannah Field,
Head of Graduate Recruitment

The Client

Barclays is a UK-based, multi-national financial services group, engaged in banking, investment banking and investment management. Barclays has provided banking services for over 300 years and operates in over 60 countries with more than 118,000 permanent employees.

The Requirement

Barclays sees their Graduate programme as key to the ongoing development of their business and therefore look to find the very best talent in the marketplace, befitting of such a successful organisation.

With more than 10,500 applicants per annum, Reed is targeted with recruiting 120 - 140 graduates across a range of areas of expertise for scheme specific programmes in:

- Marketing
- Finance
- HR
- IT
- Property
- Buying
- Supply Chain
- Product development/Technology

In order to ensure attraction of the best talent available, Barclays sought an expert recruitment partner with the understanding and resources to deliver an outstanding candidate experience.

The Solution

Barclays has partnered with Reed since 2003 to manage this highly prestigious scheme which attracts thousands of applications each year. Reed manages the entire recruitment process; from the design and delivery of volume screening processes both online and offline, to the design and delivery of assessment centres and through to offer management and feedback provision.

A critical element to Reed's service delivery is creation of a positive candidate experience throughout, as the programme is designed in partnership by the two organisations and delivered under the Barclays brand to select their 'business leaders of the future'.

GRADdirect

The Impact

- 100% fulfilment rate every year since 2003, delivering over 400 graduates into the Barclays business
- High quality attraction strategies, recruitment processes, candidate management, and employment offering has seen a doubling of application numbers in 2007 compared to previous years, confirming Barclays position as one of the leading organisations for talent acquisition in the UK
- Reed's flexible and reactive process has allowed the successful management of this increased volume of applicants without ramping costs
- The impact of years of delivery of high calibre of recruits to the business has stimulated increased demand, with graduate requirement between 2004 and 2007 campaign increasing by 30%
- Enhanced recruitment processes have led to an increase of 100% in applicant pass rates at assessment centre, delivering significant cost savings
- Positive use of brand image represented by average of over 84% on candidate evaluation of service.

“Although I was unsuccessful in my final round, I am very grateful for the feedback Barclays offered on my performance. They took the time to make extremely comprehensive and helpful comments. I was genuinely impressed with the way that I was treated throughout the application process.”

Barclays Candidate

The partnership gives Barclays access to significant expertise in graduate recruitment, bringing the latest and best practice into their graduate programme. Additionally, Reed provides the infrastructure and highest quality of candidate management to effectively and efficiently select the best talent from the high volume of candidates attracted each year.

During the many years partnership between the two organisations, Reed has:

- Designed recruitment processes based around developed behavioural indicators to assess necessary competencies required for Barclays' leadership talent
- Designed, built and hosted bespoke online candidate management systems specific to Barclays, ensuring absolute fit with client requirement, ease of use and the ability to flex rapidly to meet changing client need
- Provided an "on demand" delivery infrastructure through expert teams of seasoned graduate recruitment professionals, enabling professional and efficient programme management for Barclays stakeholders and each one of the 10,500+ applicants every year
- Designed this infrastructure to effectively manage the inevitable peaks in activity incurred in all graduate recruitment programmes, deliverable to Barclays through Reed's scale of activities in the graduate recruitment market
- Provided, through this infrastructure, a dedicated Barclays contact system to deliver maximised candidate experience through prompt communication at all stages of the process
- Enhanced the candidate experience and applicants' perception of the Barclays brand through the provision of detailed feedback to all applicants
- Designed and delivered a multi-stage assessment process, incorporating group exercises, competency based interviews, written exercises and presentations
- Provided a dedicated account manager to constantly evaluate and improve the recruitment process and exceed KPIs for service delivery, in order to hire the most outstanding candidates for the role.