

GRADdirect



Using the strength of the Royal Mail employer brand, Reed designed and delivered a highly effective, cost efficient recruitment process within a very demanding time frame.

“An excellent service based on a good understanding of the needs of Royal Mail. All the Reed representatives were friendly, professional and represented our company to a very high standard”

Carole Barlow,
Head of Resourcing

The Client

Royal Mail, is one of three brands alongside Post Office Ltd and Parcelforce Worldwide that forms the Royal Mail Group Plc. With annual sales in excess of £8 billion, Royal Mail now employs a permanent workforce of over 200,000.

Prior to working with Reed, Royal Mail had been dissatisfied with the proportion of unsuitable candidates reaching the assessment centre stage and therefore the failure to recruit sufficient numbers of high calibre graduates at an optimised cost.

The Requirement

Royal Mail sees each graduate intake as an integral part of their future development. Successful applicants are considered as key drivers of the business as it heads into a new and dynamic commercial world.

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The Impact

- 100% fulfilment for all specialist schemes
- A significantly enhanced delivery in difficult-to-fill Operations scheme intake, exceeding client expectations
- Client satisfaction measured at 90% throughout the business
- Progression from application to assessment centre in less than two weeks, significantly improving time to hire and candidate experience
- Assessment centre costs reduced by 50% through a doubling in pass rates at screening
- Implemented partnership following a migration from the incumbent supplier within 4 weeks, and delivered in excess of expectations for a scheme running outside of the normal graduate recruitment calendar.

The Solution

Operating under the Royal Mail brand, Reed has the responsibility of recruiting approximately 140 graduates across the Marketing, HR, Finance and Operations business units. As well as improving the selection process to reduce time and cost inefficiency, Royal Mail looked to Reed to improve service levels and fulfilment:

- Improved pre-screening success by introducing bespoke psychometric testing into the recruitment process, leading to more effective de-selection prior to the assessment centre stage
- Designed a high volume competency-based interview process to ensure efficient movement of suitable candidates through the process
- Managed the candidate experience by taking responsibility for the entire recruitment process administration, including all communication with candidates to ensure clarity at all stages of the process
- Ensured that Royal Mail is positively represented at each stage of the recruitment process through effective and professional client branded communication and a bespoke and branded candidate management system
- Assigned dedicated account manager to co-ordinate entire recruitment process and respond promptly to all client needs and queries
- Provided regular Management Information based on Royal Mail's requirement.