

Transforming recruitment through data-driven insights

The organisation

Market leading British consumer goods food producer, with a unique set of challenges associated with its brand recognition, remote locations and working environments.

The challenge

During the review of their incumbent RPO contract, the company sought to identify key focus areas for improvement with a new provider. Talent attraction and retention had become increasingly competitive, and they needed to understand how their employer brand and candidate experience compared to their industry peers. Our insights team conducted a comprehensive external assessment, benchmarking their performance against direct and indirect competitors. This analysis examined their careers page, social media presence, and application process, aimed to uncover gaps in their current approach and define strategic improvements to enhance their overall recruitment effectiveness.

The solution

Our proprietary Insight Scans provide a detailed qualitative and quantitative analysis of the permanent candidate application journey.

By benchmarking every candidate touchpoint against both direct peer competitors and broader industry organisations, we delivered a data-driven evaluation of their recruitment effectiveness to help our customer:

Evaluate their candidate application experience by identifying strengths and weaknesses at each stage compared to industry peers.

Assess their Employer Value Proposition (EVP) to understand their attractiveness as an employer and how candidates perceive long-term career opportunities with them.

Analyse their social media presence to determine how effectively they are amplifying their employer brand through career messaging.

Review unsolicited employee feedback from platforms such as Glassdoor and Indeed to gain insights into current employee sentiment and workplace reputation.

By leveraging these insights, the customer gained a clearer understanding of their recruitment performance and actionable strategies to enhance their employer brand and candidate experience.

The result

Our insights team presented findings to HR and Procurement stakeholders, highlighting key opportunities to optimise the candidate journey and strengthen their market position. We identified ways to enhance employer attractiveness, refine their EVP by site and role, and streamline the application process to minimise drop-off. By amplifying their employer brand and building targeted talent pools, they could improve engagement and retention. Armed with these insights, business partners were equipped to deliver a more effective, data-driven hiring experience, improving outcomes for both candidates, and hiring managers.

As the first quarter of the service concluded, measurable improvements in the candidate journey were evident. Enhanced engagement strategies and process optimisations have led to a reduction in applicant drop-out rates and a notable increase in overall applicant numbers. These early results demonstrate the impact of a more streamlined, candidate-centric approach, positioning the company for long-term success in attracting and retaining top talent.

Our clients have seen significant improvements in their hiring efficiency, reduced attrition rates, and enhanced employer reputation through with Talent Solutions Insight Scans .