



Customer insight

Online recruitment saves
£1m in advertising spend
and enhances the
candidate experience





enhances

the candidate experience

The Royal Mail was perceived as a fairly slow-to-change public organisation. A fundamental mindshift to the way Royal Mail had previously sourced its primary resource was one of the major challenges it faced, along with the need to invest in new technology in order to compete.

Setting the scene

To meet these challenges
The Royal Mail identified its
strategy and objectives:

- To speed up the process of finding, testing and hiring 30,000 workers a year and 25,000 at Christmas.
- To significantly reduce the cost of recruitment, improve the quality of staff hired and reduce staff churn.
- To shift from a recruitment strategy that relied predominantly on third parties to a direct online strategy.

Inspiring solutions

- A direct recruitment strategy, sourcing candidates directly from the market by using Lumesse* Talent Acquisition to enhance the attraction, selection, offer and onboarding processes.
- To move away from traditional channels such as press and radio advertising and agencies.
- Initially, online application for the most business critical jobs, those of postmen and women, and drivers. Shortly afterwards, online recruitment was rolled-out to encompass all roles across the organisation, including middle and senior management roles.
- Online testing of skills such as numeracy, sorting and route testing, as well as attitudes. Applicants are able to effectively screen themselves online and Royal Mail is able to identify those people with the right attitudes, particularly in terms of customer skills.
- Future developments include utilising manager self service, agency portal, talent pools and graduate recruitment.

“ Prior to implementing Lumesse Talent Acquisition it could take at least 9 days to have an advert designed and placed in the local newspaper. We now have candidates who have completed their online application, aptitude tests and have scheduled or attended their final interview in the time it used to take just to place an ad. The facility to enable the candidate to schedule their own interview has moved us within a month from 50% to 90% attendance at interview. ”

Royal Mail

“ We have an improved candidate experience and the feedback is that most candidates attending interview are likely to be hired and of a high quality. We will monitor the effect all of this has on our staff attrition rates closely. If as suspected our attrition slows down, the benefit to our business is huge. We have worked very closely with Lumesse as a partnership and look forward to exploiting further improvements and continuing with our combined world class recruitment service. ”

Royal Mail

Fantastic outcomes

- Royal Mail predicts it will get a return on its investment within the first year.
- Online recruitment has saved £1m recurring spend for Royal Mail in the first financial year in advertising costs.
- Advertising a vacancy for a postman online will be less than £275 versus thousands previously spent on press ads.
- An improvement in the quality of staff and a reduction in the staff attrition rate are expected.
- Traditionally, organisations spend 80% of their time and resources on the 80% of applicants who will not get a job. Online testing will allow Royal Mail to concentrate on the 20% who could.
- Over 99% of the total workforce will be using the new online solution from 'posties' to senior management.
- 79% of people are looking for their next job.



In brief

Solution: Talent Acquisition

Industry: Logistics

Country: UK

Employees: 163,000

- Lumesse is a global leader in integrated talent management solutions
- Lumesse Talent Acquisition gives recruiters the tools for complete control over all aspects of external and internal recruitment processes.
- The solution enables customers to operate their own private career sites, covering both external and internal candidates.
- Other clients recruiting with Lumesse Talent Acquisition include:
Bentley, British Airways, CNH, European Central Bank, LVMH, Mouchel, PwC, the AA, and TUI UK & Ireland.

About

Lumesse is the only global company making talent management solutions work locally. We help customers around the world to implement successful local talent management initiatives that identify, nurture and develop the right people, in the right place, at the right time. Our multi-cultural background and presence means we understand how to deliver talent solutions that work the way our customers work, as individuals and as teams, because no two people, organisations or cultures are the same. We regard differences as strengths, not as obstacles.

1,700 customers work with us in over 70 countries because they recognise that commitment, innovation and value only come from people. We help customers to unlock and inspire that human potential in their businesses. Our integrated talent management solutions are comprehensive, intuitive, secure and fully internationalised into over 50 languages.

We have Lumesse offices and partners in more than 40 countries, covering EMEA, the Americas and Asia-Pacific. To find your nearest office and talk to someone who speaks your language, visit:

www.lumesse.com/get-in-touch



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