

The Openreach logo is displayed in a white box with a green vertical bar on the right side. The background of the entire page is a photograph of two professionals, a man and a woman, looking at a laptop together in an office setting. The man is on the left, pointing at the screen, and the woman is on the right, looking at the screen. They are both wearing blue lanyards. The image is overlaid with a network diagram of green squares and lines.The People Scout logo features a stylized 'S' icon followed by the text 'people scout' in a sans-serif font. Below it, in smaller text, is 'A TRUEBLUE COMPANY'. The background is a blurred office scene with a network diagram overlay.

RECRUITING FOR HARD-TO-FILL ROLES AT SCALE

Openreach approached us to help recruit for hard-to-fill Trainee Engineer positions. Our postcode-by-postcode attraction and simplified recruitment process enabled Openreach to fill all roles, and to increase applications from BAME candidates.

SOLUTION HIGHLIGHTS

- **MICROSITE HUB**
- **BESPOKE, POSTCODE-TAILORED ATTRACTION PROGRAMME**
- **SIMPLIFIED APPLICATION PROCESS**
- **ALL ROLES FILLED WITH INCREASED BAME INTEREST**

Case Study: Recruitment Process Outsourcing

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RECRUITING FOR HARD-TO-FILL ROLES AT SCALE

SCOPE

Openreach approached us to support them with the delivery of 413 Trainee Engineer hires for hotspot locations in Southern England. These were roles in hard-to-fill locations, where Openreach's traditional approach hadn't been able to generate sufficient applications.

SITUATION

Openreach recruit 3,500 Trainee Engineers on an annual basis, with a large proportion of hires made in areas with strong candidate pipelines. However, hiring in the South and London proved challenging. So they were looking for a targeted attraction campaign, along with an efficient recruitment process, to help them complete 413 hires in these areas by the end of 2019.

SOLUTION

MICROSITE HUB

We worked with Openreach to scope and build a microsite, to act as the hub for Trainee Engineer hiring.

TAILORING BY POSTCODE

Deploying a bespoke attraction programme, by specific postcodes, allowed us to be highly targeted in driving candidate pipelines. All attraction materials drove candidates to the microsite.

LIGHT-TOUCH PROCESS

In addition, we developed a light-touch simplified recruitment process, which included video interviews and a one-page online application form.

RESULTS

FILLED IN THREE MONTHS

From sign-off to implementation, the service was set up, configured and ready to go live in six weeks – and all 413 roles were filled within three months.

BAME BOOST

69% of applications in London postcodes were from BAME candidates, with this translating to a 53% offer rate.

TRANSFORMATIONAL

Openreach have said that collaborating with us has been "transformational", and we're now working with them on a further 150 hires.

