



THUNDER  
HEAD

PageGroup

# MAKING DEEPER CONNECTIONS WITH CANDIDATES

## HELPING A BIG BRAND 'ACT SMALL'

Established 44 years ago in the UK, PageGroup is now a global recruitment leader, with four brands and 7,700 staff operating across 35 countries. The business credits much of this success to the old-fashioned nurturing of personal, empathetic relationships between its candidates and clients. But an explosion of digital channels, intermediaries and job boards transformed the industry - and maintaining these relationships in the future would be a complex, yet critical challenge.

For recruiters, the candidate journey transcends a single job opportunity; a short or transactional relationship is generally considered undesirable. So, given the market context, PageGroup sought to emulate its consultants' intimacy, empathy and relevance (with which it had earned its incredible success), **at great scale - and for the long run.** The organization had created a rich and diverse repository of content that candidates really valued, from CV creation to 'maintaining your Social Media presence'. But their campaign-centric, time-based marketing automation meant that they simply weren't getting it to the right people when it mattered most.

Thunderhead was tasked with devising a solution that would nurture meaningful relationships, retain relevance, and deliver value for the millions of candidates across the world. This was all about engagement: happy candidates would support retention, positively impacting long-term revenue. And, in true recruitment style, this would all begin with us making connections.

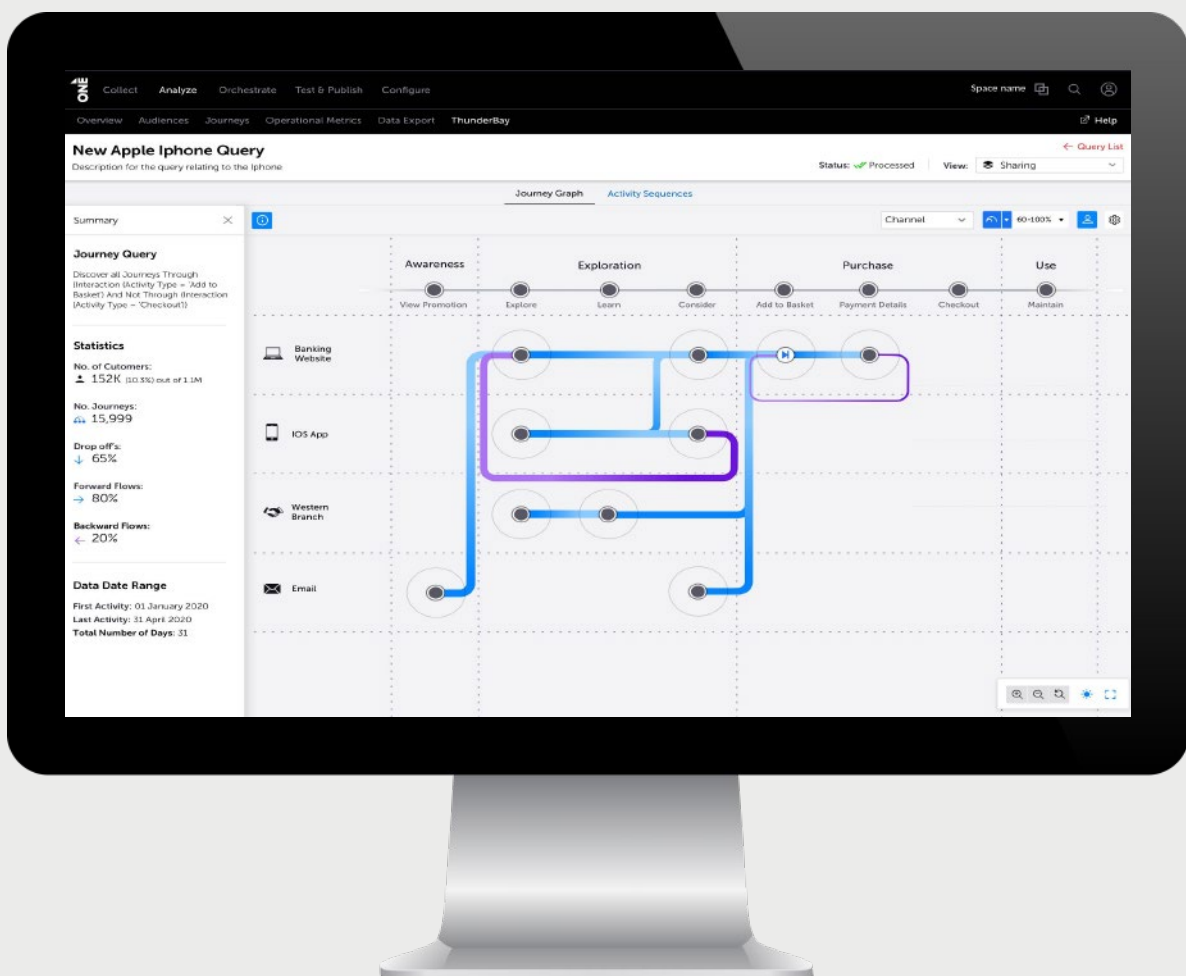
# THE THUNDERHEAD RESPONSE

Within **twelve weeks**, we had mobilized the ONE Engagement Hub to connect every available channel, including email, website, and inbound call centres. Given our ultimate ambition to earn long-term trust, it was essential that the timing, relevance and authenticity of every single conversation would harness candidates' intent.

This required us to **understand** candidates – so that when the iron was hottest, we could **act**:

## 1) AI-fuelled intelligence: ThunderBay

Having connected the disparate data, ONE quickly began automating the analysis of millions of journeys, from identifying 'hotspots' (opportunities and journey drop-offs) to understanding existing sales and marketing efficacy. Candidates engaged with PageGroup in many ways over the course of their relationship, including salary tools, job searches, alerts or one-to-one advice. Their long-term journey is complex and unique, traversing myriad roles, candidate attributes, mindsets (from research to reassurance) and media (from job boards to PageGroup-owned). Analysis at such scale required serious firepower...

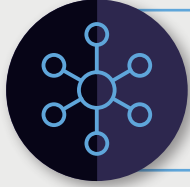


Turning the switch on ThunderBay, our AI-driven journey analysis and audience-creation capabilities, provided a deep and 'four-dimensional' [across journeys, channels, touchpoints and time] analysis of all candidate journeys.

For the first time, PageGroup could:



Build audiences, data sets and predictive models from customer insights based on journey behavior



Incorporate additional, external sources of insight to equip consultants with a rich visual overview of candidates' up-to-the moment journey history and associated insight



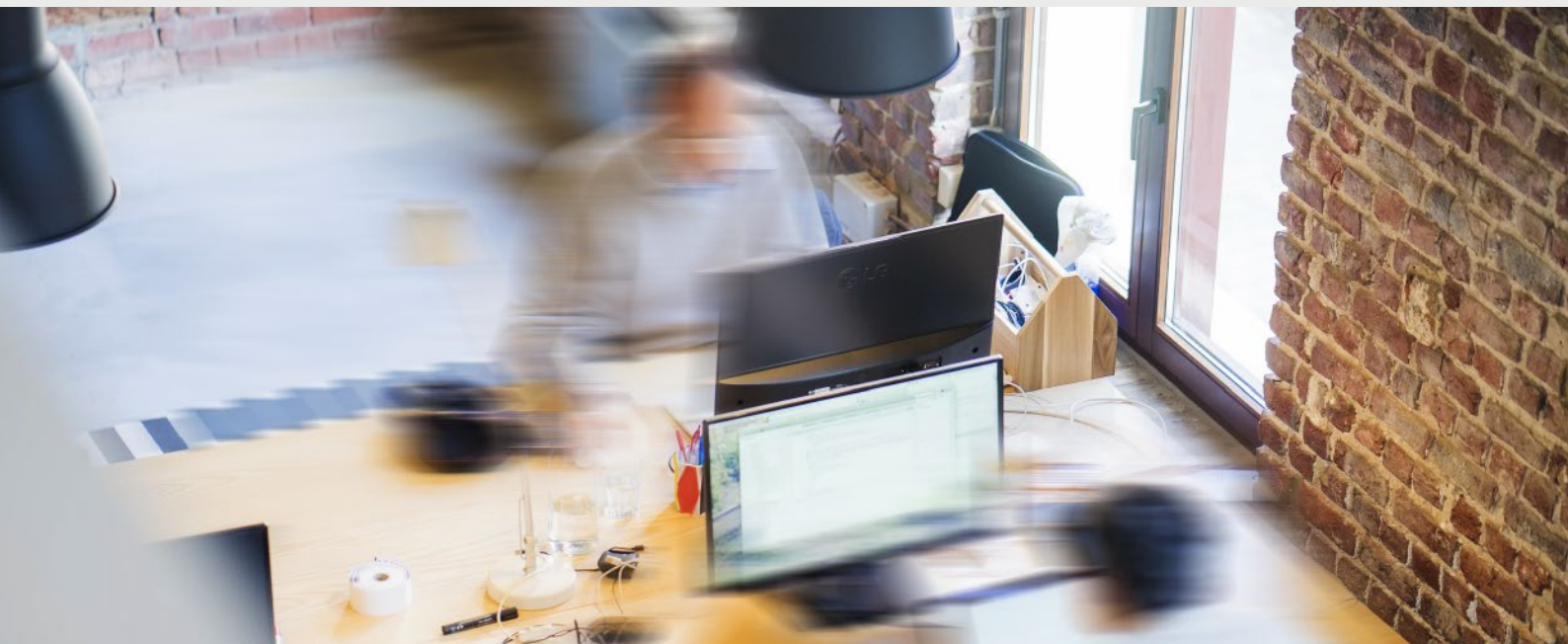
Use real-time journey insight at the most relevant and valuable moment to appropriately direct energy, resource and communications. This would free the business from the shackles of static, 'delayed' communications.

## 2) Journey Orchestration: seamless, real-time and adaptive conversations

Armed with our connected intelligence and with the new ability to traverse touchpoints (especially web, email and phone), ONE could tailor each interaction for every individual.

The ever-evolving and highly detailed candidate profiles in ONE now incorporated everything from interactions with salary calculators or job ads to life stage and specific personal aspirations. This meant that the business could harness candidate intent to engage in meaningful conversations where it had once orchestrated 'time-based monologues'.

Consequently, candidates were only served relevant, contextual content at the most opportune time. For example, emails were now shared with advice on 'getting through the first 90 days of your new job' or (drawing on our newly available insight) 'alternative roles that might suit you'. By orchestrating these conversations in the moment (and working seamlessly with its Salesforce Marketing Cloud and CRM platform), PageGroup was delivering true candidate-centricity across its brands, verticals, channels, countries and languages.



## THE IMPACT

Candidate engagement is a long-term metric; with associated impacts on retention rates, efficiencies and ultimately, revenue growth. In the meantime, PageGroup has already reported significant impact, surpassing our expectations in just a few months:

 **+305%** Candidate Engagement

 **+455%** click-through rate  **+320%** open rate

The brand reports that its highly individualized, seamless approach to candidate nurture has set it from its major competitors. As word spreads, far more candidates arrive directly, circumventing the (costly) aggregators. Job alert sign-ups are up, conversion rates have almost doubled, and improved engagement appears to have directly supported on candidate retention. So, despite its colossal size, the organization is conversing on an individual level, replicating the personal service and empathy that had driven its success from those early days. ONE is automating intimacy – at scale.

**If you'd like to hear more about how journey orchestration can help your business, do get in touch at:**

**[conversations@thunderhead.com](mailto:conversations@thunderhead.com)**



INTENT-DRIVEN  
CUSTOMER JOURNEYS

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