



Case Study



GRADWEB

GRAD/RECRUITMENT COVERED

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Unilever and GradWeb show how people and technology can work simultaneously to support a successful graduate recruitment campaign...

GRAD/ONLINE SYSTEMS
GRAD/ADMINISTRATION
GRAD/ASSESSMENT
GRAD/PROCESS DESIGN
GRAD/PROJECT MANAGEMENT

GradWeb is a
proud member of

agr
The collective voice
of graduate recruiters

Overview

About GradWeb:

GradWeb offers an extensive and flexible range of services to help you manage your graduate recruitment campaign. Whether your requirement is large or small, we can provide you with a combination of services to create a tailored solution that meets your requirements exactly.

About Unilever:

Unilever is one of the world's leading consumer goods companies, with 206,000 employees globally and a turnover of €40 billion. Within the UK brands such as Magnum, Flora, Persil and Lynx are market leaders. The UK operating companies make a significant contribution to Unilever's worldwide success, with domestic sales running at nearly £2.5 billion a year.

Objective:

The Unilever Graduate Leadership Programme is designed to turn creative, talented and ambitious graduates into the future senior managers of Unilever. The scheme is all about supporting graduates every step of the way to senior management. Unilever looks to recruit focused and ambitious graduates who, in addition to learning on the job, can identify training and development opportunities and take responsibility for their own development.

Strategy:

Work alongside GradWeb to recruit approximately 40-50 graduates and summer placements a year across a wide range of functions including: Marketing, Customer Management, Supply Chain, Financial Management, Human Resources.

History of Unilever graduate scheme

The Unilever Graduate Leadership Programme is one of the most prestigious graduate programmes in the country and attracts thousands of applicants every year. Unilever is consistently ranked among the world's most admired employers and is known to be a company that puts people first. Having the right partner to work with on its graduate recruitment campaign is therefore of paramount importance.

Unilever looks to recruit graduates of the highest calibre who have the desire and potential to become outstanding leaders in an international business. It aims to recruit a rich mix of people, with differing perspectives and a wide range of backgrounds.

The two companies work in partnership to deliver the campaign with GradWeb managing the high volume and time intensive elements and Unilever concentrating on the latter stages of the recruitment process. GradWeb's state-of-the-art technology and team of experienced recruitment professionals work simultaneously to support an efficient and candidate-focused campaign.

Emma commented: *"Outsourcing to GradWeb helps bring in specific recruitment expertise as well as saving*

us time, money and resource. We also find that the overall effectiveness and scalability of the campaign is improved. Working with GradWeb, we benefit from more than just simple transactions – we get added value and new capabilities, knowledge and a strong commitment to candidate care."

GradWeb receives all the initial applications and screens each one manually. It then actively monitors the candidates passing through each of the following stages of the application process. At each stage the candidates are screened for consistency and quality against a number of Unilever core values and competency based criteria.

GradWeb's service includes a bespoke candidate management system which is subject to ongoing development and technological improvements. One key benefit to Unilever has been the ability to co-ordinate and schedule all their selection events online. Unilever had always found assessment centre administration to be extremely time consuming, but GradWeb's online system has simplified the whole process.

Another recent development has been the ability to communicate with candidates by SMS text messages: *"The*

text messaging function has been a brilliant enhancement to our online system. It's a great way to maintain close contact with our pipeline of candidates throughout the recruitment process and keep them up to date on the progress of their application," enthused Emma.



Unilever results and feedback

The online system is accessible for the exchange of information and communication between all parties involved in all stages of the recruitment process. Telephone support is available to all candidates throughout and feedback is available to candidates who are not successful in their application. Unilever believes this approach to be successful in ensuring that the very best candidates, who meet the competency and values criteria, pass through to the final offer stage. Technology and the human touch work hand-in-hand.

As the programme has grown and developed over the past few years, so too has GradWeb's involvement. GradWeb's positive approach, regular communication and pro-active suggestions have resulted in an improved

process and a successful business relationship which continues to flourish. Emma agrees: *"We recently decided to introduce telephone interviews as part of the selection process and had complete trust in GradWeb's ability to undertake the interviews on our behalf, safe in the knowledge that all candidates would be treated fairly and consistently. Not only has this streamlined our selection process, we have also had very positive feedback from the candidates, who particularly like the flexibility of telephone interviews."*

Working in partnership, Unilever and GradWeb consistently identify and select high quality candidates to join the graduate and summer placement schemes. In an average year, Unilever receives in excess of 6000 applications

for both schemes. GradWeb conducts telephone interviews with somewhere in the region of 800 candidates and co-ordinates and schedules all candidates for interview and assessment centre. The total number of graduates and placement students who are offered positions on an annual basis is usually between 40-50. *"The quality of service that we receive from GradWeb is second to none. Not only do they provide us with a first class online candidate management system, tailored exactly to our requirements, they also effectively manage the response handling and certain selection elements of our process. They have become a true business partner and I would have no hesitation in recommending them."*