



## Case Study



# GRADWEB

## GRAD/RECRUITMENT COVERED

[www.GradWeb.co.uk](http://www.GradWeb.co.uk)

GradWeb helps WestLB to exceed all expectations in terms of the quality and quantity of graduates recruited...

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 WestLB AG:** WestLB AG is a €276.4 billion international bank employing around 7,000 people in 35 locations worldwide. WestLB is a financial partner to major corporations and companies as well as to institutional and public-sector clients, participating in many of the most active capital and wholesale banking markets around the world. In the UK, the Bank has a well-respected graduate programme and recruits graduates and interns on an annual basis to work at its UK head office in London.

**Objective:** WestLB values individuality and is proud of its dynamic yet friendly and inclusive culture. The Bank recruits graduates who it believes are right for WestLB, right for the job and whose individuality will complement an already diverse workforce. Each graduate will be developed and supported to become the Bank's next generation of innovative thinkers and leaders.

**Strategy:** Using GradWeb's knowledge and expertise of the graduate recruitment market, recruit a select number of around 15-20 graduates into the following positions every year: Investment Banking (Global Specialised Finance and Fixed Income Origination, Sales and Trading), Asset Management, Corporates Europe and Human Resources.

### History of West LB graduate scheme

WestLB, the European banking group, completed an extremely successful 2006 graduate recruitment campaign which generated excellent results in terms of the quality and quantity of graduates recruited.

Much of this success can be attributed to the fact that the advertising campaign has been more targeted and elements of the selection process have been tightened up reflecting the needs of the Bank more accurately.

In the summer of 2005, the Bank took the step of streamlining its process by reducing the number of suppliers involved in delivering its graduate recruitment campaign from four to two. GradWeb was selected to provide a range of services including a new online application and candidate management system, response handling, candidate administration, screening of application forms and assessor training. SAS was chosen as the specialist graduate advertising and marketing agency.

Sarah Holden, WestLB's Learning & Development Associate Director explained her reasons for selecting GradWeb:

*"The benefits of using GradWeb as our single supplier of graduate recruitment support services are obvious. Instead of using three separate suppliers, GradWeb is able to provide us with all the services that we need in one fully integrated solution."*

Following its appointment last summer, GradWeb began by undertaking a job analysis in order to fine tune the existing graduate competency framework. GradWeb's consultants interviewed representatives from all areas of the business in order to understand the key skills required of new graduates coming into the Bank. This resulted in six key competencies being identified which were to form the basis of the selection process.

GradWeb worked closely with the WestLB Learning and Development team to refine the selection process, ensuring that the competencies were assessed at each of the stages: application form; first stage interview and assessment centre.

This is something that was greatly appreciated by Sarah: *"Due to the fact that we have a small and relatively new team with limited experience in graduate recruitment, we were able to draw upon GradWeb's specialist knowledge and extensive experience to provide valuable support and advice at each stage of the recruitment process."*

While GradWeb was refining the selection process, SAS was busy developing a new advertising and marketing campaign aimed at raising the profile of WestLB and helping it to compete with other major investment banks for talented graduates looking to pursue a career in The City. The new campaign went live in September 2005 under the strapline *New Answers in Banking*.



### West LB results and feedback

The results of the 2006 campaign were excellent with WestLB receiving more high-calibre applications than ever before and recruiting more graduates than they were initially expecting. Sarah is delighted with the results: *"We have been absolutely thrilled with the number and quality of graduates we have recruited this year. Usually we take on around 15 graduates a year, but this year we have recruited 20 and the standard has been exceptionally high."*

**Customer conclusion**  
*"GradWeb's specialist knowledge and experience has been vitally important and has played a major part in the success of our campaign. What has really impressed me about the Grad-*

*Web team is the fact that they have delivered exactly what they said they were going to and, in many respects, have actually exceeded our expectations."*

*"What has really impressed me about the GradWeb team is the fact that they have delivered exactly what they said they were going to and, in many respects, have actually exceeded our expectations."*

Sarah Holden, Learning & Development Associate Director

