



amberjack

**Award-winning
candidate experience
for Atkins**

Satisfying future talent with supportive experiences

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ATKINS

Member of the SNC-Lavalin Group

Background

Atkins is one of the world's most respected design, engineering and project management consultancies. They are the largest engineering consultancy in the UK, and the 11th largest design firm in the world.

The organisation's maxim is to 'Plan, Design, Enable'. They develop long-term partnerships to create a world where lives are enriched through the implementation of their ideas. Atkins employs over 18,000 people across 29 countries – generating global annual revenues above £2bn.

Objective

We have a trusted relationship with Atkins, having previously partnered with them to successfully reimagine their early careers selection process.

Together, we celebrated winning Best Candidate Experience at the prestigious Recruiter Awards 2019. Atkins remains committed to creating an unparalleled experience for all of their future talent streams. As a forward-thinking organisation, they are driven by their ambition of 'Building What Matters... For Life'.

In a highly competitive sector, we customised an engaging and immersive recruitment programme that attracted 21,708 candidates. Atkins wanted to create a seamless digital experience handled with a human touch that supported candidates with clear communication every step of the way.

Atkins recognised the importance of treating all candidates with consideration and respect. And, with an industry shortfall of 69,000 engineers per year and the need for one million new engineers in 2020, they understood that selecting a tech-savvy workforce would shape their future success.

Candidate experience is especially valuable in volume recruitment campaigns, where the candidate to recruiter ratio is extremely high (almost 3,000:1). Atkins wanted to challenge the status quo by transforming their recruitment process to discover exceptional candidates while boosting the attraction of their brand.

Solution

Drawing on insight and feedback from Atkins' earlier recruitment campaigns, we customised an interactive six stage process for graduates and placements (apprentices faced four stages) designed to reflect the roles they had applied for.

- **Stage 1:** A website degree matcher that aligned talent to opportunity in minutes.
- **Stage 2:** A video Situational Judgement Test (SJT) that gave applicants a realistic preview of life at Atkins while improving candidate experience and face validity.
- **Stage 3:** Online application forms with personalised emails to quicken the process.
- **Stage 4:** Psychometric tests for graduates with an emphasis on human interaction.
- **Stage 5:** Telephone interviews conducted by people to create a more personal touch.
- **Stage 6:** Engaging assessment centres for both graduates and apprentices.

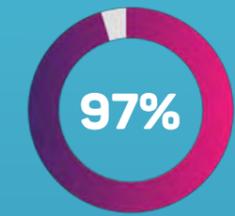
The volume recruitment process was managed through our revolutionary digital platform, Leap. Candidates were able to access personal accounts and useful information while regular, reassuring communication kept their interest warm. We also helped initiate a new candidate experience portal that enabled them to receive coaching and feedback from digital mentors – support that was hugely welcomed by candidates.

Results

Atkins eclipsed their award-winning results from the previous year – recruiting 366 graduates (+30%), 192 placements (16%) and 87 apprentices (+/-0) – while candidate experience improved even more.

Candidate experience was measured at every stage of the recruitment process through Net Promoter Scores (NPS), which measure candidate satisfaction, and more significantly loyalty, levels. Atkins' long-term commitment to candidate experience was reflected in an overall NPS of +66 – way above the industry standard of +24 and a 15% increase from 2019, despite managing a 162% increase in the volume of applications.

Retention rates were equally impressive with 97% of graduates and 91% of apprentices remaining in their roles beyond the first year.



Graduate retention rate after the first year



Candidate issues resolved in the same day



Apprentice retention rate after the first year



Over 60% reduction in washup time.

+66 NPS compared to an industry standard of **+24**

Client quote

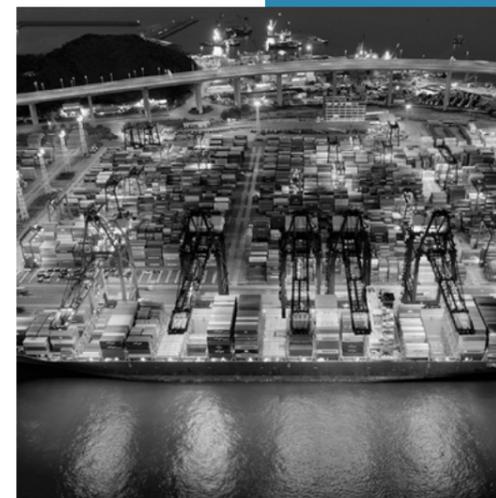
"The innovative selection process we now have in place has exceeded our initial expectations and objectives."

Early Careers Manager, Atkins

Candidate quote

"My experience with Atkins has been an extremely positive one. Their reputation as market-leaders was reinforced by their recruitment process, which was far more personal and efficient than the others I had applied to."

Candidate



Get in touch

