

# Helping Atkins WIN Best Candidate Experience at The FIRM awards

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## Background

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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 have over 80 years of expertise.

Atkins dare to see things in a different way and want to build a better world, driven by discovering new ways to answer the world's biggest challenges, to help clients bring their projects to life and to make a real difference to people's lives globally.

Candidate experience is extremely important at Atkins. Treating candidates with consideration and respect is enshrined in the Atkins values. With reports showing a shortfall of 69,000 engineers per year, they know it's essential to meet the consumer-centric demands of a new, tech-savvy workforce in order to achieve their ambition to be the world's premier engineering solutions partner.

## Objectives

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Atkins believe in continually developing and evolving, and wanted to transform the candidate experience for their Early Careers talent streams, to provide a clear and seamless digital experience with a human touch.

Candidate experience is extremely important for volume campaigns, where the number of candidates to recruiter ratio is high; for Atkins the ratio is 2,928 candidates for each recruiter.

This means it can be a challenge to provide consistently high levels of engagement for candidates. Especially when early talent applicants often have no prior recruitment experience, so the support they need can be greater.

New talent is the key to success. Atkins partnered with Amberjack to help them discover exceptional candidates, while providing a best-in-class experience, and boosting the attraction of their brand.

## Solution

By drawing on insight and feedback from Atkin's previous campaigns, and utilising our in-house expertise, Amberjack customised an interactive process, designed to be industry relevant and reflect the roles candidates are actually applying for to increase face validity and the ability to find the best fit.

We managed the volume recruitment process through our revolutionary digital platform. This enabled candidates to access personal accounts and useful information while we provided regular, reassuring communication to keep 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.

Graduates and placements faced six stages, while apprentices faced four.

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

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

Head of Early Careers, Atkins

## Impact

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Atkins made fantastic progress against their ambitious targets set at the beginning of the campaign:

**Graduate Offers**

**Female 32% BAME 31%**

**Placement Offers**

**Gender 39% BAME 31%**

**Apprentice Offers**

**Gender 35% BAME 20%**

Their achievements far out-perform the talent pool which in the engineering and technical subjects can be as low as 18%.

Continual innovation has improved candidate experience from an award-winning +57.35 to +66.26 NPS, a remarkable 15% increase. This was directly impacted by our industry-leading candidate management approach. Throughout their campaign we responded to over 1,250 inbound call sand 5,998 emails and sent 3,641 support emails to ensure candidates are kept up to date and have their questions answered promptly.