

CASE STUDY

Using automated video interviews, WPP was able to bring a more human quality to the selection process, making it easier to identify the next star performers for their Graduate Fellowship Program.

Effectively qualifying young talent from all over the world using a high-touch but efficient process.

WPP is one of the world's largest marketing communications services groups employing 179,000 people working in over 3,000 offices in 111 countries. Comprising industry-leading companies around the world, the group offers a comprehensive and integrated range of communications services. In order to develop a high-calibre workforce with experience across a range of marketing disciplines, WPP's holds a unique annual Graduate Fellowship program intended to groom the future leaders in the marketing needs of their clients.

Finding the next star performers internationally

The annual Graduate Fellowship program has been in place for the past 20 years, intended to recruit and retain the most talented people and support them to expand their skills and capabilities in the area of marketing. Due to the uniqueness of the program and WPP's strong employer brand, the program receives between 1,500 and 2,000 applicants each year. The high volume of candidates combined with a limited project timeframe and manpower was putting a tremendous pressure on the program's recruitment process efficiency. Candidates applying were required to submit written essays to qualify for the first round, but recruiters felt that written pieces alone limited their ability to accurately assess a candidate's fit and leadership potential, making it hard to efficiently separate the best from the rest. At the same time, the global nature of the candidates also presented some critical challenges.

Creating a high touch but efficient process

Wanting to hire only the best and brightest talent available in only a short period of time, WPP looked to revise the current hiring process. The primary goal was to gain more insights into the candidate's personalities and cultural fit, improving the ability to identify and select the program's new star leaders. Cammio Video Recruitment proved to be the perfect solution for this challenge, incorporating a personality and creativity component into the earliest stages of their screening process using video. Cammio provided WPP with a fully branded online interview environment to assess candidates remotely. Integrated with Applicant Tracking System WCN, WPP was able to benefit from a seamless and efficient video interviewing workflow.

WPP

Qualifying candidates faster and more effectively

Using automated video interviews, WPP was able to bring a more human quality to the selection process, making it easier to identify the strongest candidates early. Asking the applicants for the three people they would invite to a dinner party and why, WPP found great success in gauging their candidates' personal interests, ambitions and passion. With the new video selection step WPP was able to better select who to interview based on a much richer candidate presentation. Candidates were given the opportunity to present themselves as real people, not just words on a page.

Smarter process. Better quality-of-hire.

WPP was now able to 'meet' 200 people, instead of the 75 who were traditionally invited for a first interview on-site (in London and New York) or through Skype. Using Cammio, WPP was able to introduce an intermediate step in between the screening of the applications, and this first interview. It enabled more informed choices about who to invited to interview. It added a step, and in theory this could have meant more work. Instead, it made the process more efficient – especially for the hiring manager, who was now able decide between the 200 shortlisted candidates and could thus select 75 people with a higher degree of confidence. Given the great success of the project, WPP will make use of Cammio's video interview functionality for their future fellowship programs again. In 2016 a total of 13 candidates were selected into the Graduate Fellowship Program.

"Cammio has brought a more human quality to our interview selection process. Now we are not just reading words on a page, we are having the first conversation with our candidates."

- Jon Steel, Group Planning Director, WPP