

# HELPING WPP SECURE THE BEST EMERGING TALENT AROUND THE WORLD

## CHALLENGE

WPP is the world's largest communications services group, employing 190,000 people working in 3,000 offices in 112 countries.

Comprising industry-leading companies around the world, the group offers a comprehensive and integrated range of communications services. Its unique annual Fellowships for graduates and MBAs aim to develop high-calibre management talent with experience across a range of marketing disciplines. The program is unique in its multi-disciplinary approach and is designed to complement the recruitment activities of individual companies.

The Fellowship is comprised of three one-year rotations through various WPP companies, with each rotation chosen on the basis of the individual's interests and the group's needs.

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. WPP needed an application system that would handle high volumes of applications and utilise multimedia technology to whittle these down to around one hundred for first interviews.

## WHAT LED TO THE NEED FOR A NEW SYSTEM?

WPP had established its Fellowship scheme in 1999 but found it was difficult to sift through the high volume of applications to find the best quality candidates for its graduate programme.

Also, the high volume of global candidates combined with a limited project timeframe and manpower was putting a high pressure on the program's recruitment process efficiency.

Despite having a robust peer review programme in place to review applications; WPP wanted a system that could help with automating the process and use multimedia techniques to gain more insights into the candidate's personalities and cultural fit to improve their ability to identify and select the program's new star leaders. Talent management and e-Recruitment software supplier Oleeo was able to offer this solution through its partnership with video recruitment provider Cammio, making video interview functionality available and offering a seamless candidate pre-screening workflow to increase recruitment efficiency.

Using video, the new system would incorporate a personality and creativity component into the earliest stages of the screening process, making it easier for the recruiting panel to gauge if an applicant has an engaging personality to fit into the marketing and communications business, where while intellect is important, in isolation it is not enough to guarantee success. Good applications have to feel akin to a stimulating conversation with an interesting, interested person.

## WHAT DID OLEEO DELIVER?

Oleeo deployed its Oleeo Recruiting Enablement Platform to help the WPP recruitment team handle the hundreds of thousands of applications it receives across the whole organisation.

The system, with technology from Oleeo partners integrated within it, affords the organisation more consistency in the recruitment process and better candidate selection in a simple two-step process that takes applicants all the way from application to on-boarding.

The Oleeo Recruiting Enablement Platform helps recruiters to manage the entire recruitment process and significantly reduce the time to hire without jeopardising quality. It allows an organisation to post one vacancy instead of 50 for a single post using bulk processing.

250

the number of candidates invited to a video interview

2,000

applications annually to WPP Fellowship

## RESULTS

Key results identified by WPP

### Video selection tools

Using the Oleeo and Cammio solutions, WPP has strengthened its early engagement and talent identification programming. 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.

### Accurate shortlists

The firm was able to more tightly define its criteria for whittling down thousands of applications to the 250 or so best applications, and then use this to shortlist more harshly on that group to further reduce the numbers.

### Intelligent and informed choices

The intelligence pooled from the Oleeo system and impressions garnered from Cammio video interviews enabled WPP to benefit from a more efficient process while making more informed choices about who should move forward in the process. The final selection process was able to be reduced to just spent several days as opposed to several months.

Reviewers now had more information to hand for reviewing final decisions – being able to read every application and review filmed footage as well as face-to-face interview feedback, in order to make succinct comparisons. Thanks to Oleeo and Cammio, WPP was able to upgrade their process and hire their next star performers faster and more effectively.

*“The process of narrowing down candidates for entry to the WPP Fellowship is always challenging.*

*Technology like that offered by Oleeo and Cammio really does help make the difference and allows us to visualise how an applicant might embody our company values. Shortlisting is much easier with additional human touches in a selection process.*

*“We’re no longer just rating the words that we see on screen, but can have an actual conversation with our candidates helping to expedite our processes”*

**Jon Steel,**  
WPP Fellowship Director



### OLEEO CASE STUDY