

## REDUCING HIRING MANAGER TIME INVESTMENT BY 80% FOR THE LEGAL OMBUDSMAN

The Legal Ombudsman were finding it difficult to attract the volume and quality of candidates for legal investigators in a highly competitive candidate market. Plus, a time intensive recruitment process meant their hiring managers were spending hundreds of hours on recruiting rather than their daily work tasks. They turned to PeopleScout's expert candidate management team and their branding and attraction team for help.

### SOLUTION HIGHLIGHTS

- EXCEEDED APPLICATION AND CANDIDATE QUALITY EXPECTATIONS
- 80% REDUCTION IN TIME INVESTMENT BY HIRING MANAGERS
- 87% SATISFACTION RATE AMONGST SURVEYED CANDIDATES
- 4.9 STARS OUT OF 5 FROM HIRING MANAGERS

Case Study: Recruitment Marketing

# REDUCING HIRING MANAGER TIME INVESTMENT BY 80% FOR THE LEGAL OMBUDSMAN

## SITUATION

The Legal Ombudsman (LeO) is a regulatory organisation that holds the UK's legal profession to the highest standards by resolving consumers complaints about legal services providers. The organisation was growing and turned to PeopleScout for a candidate attraction campaign and partial-cycle recruitment process outsourcing (RPO) to fill approximately 40 complaints investigator roles.

The organisation was struggling to get engagement with their target audience and attract the volume and calibre of investigator candidates they needed. The market was highly competitive, with multiple organisations recruiting for similar roles. This put the LeO behind their hiring target by approximately 20%.

In addition, the recruitment process required the LeO team to invest significant time—400 operational hours per campaign—which was taking them away from their important work supporting consumers.

## SOLUTION

PeopleScout and our in-house creative agency, TMP, built a recruitment marketing campaign and followed this by sifting candidates, scheduling assessment days and supporting an assessment centre.

## ATTRACTING THE RIGHT CANDIDATES

Our team started by doing a deep dive into the roles and existing employees who were successful as legal investigators. This helped us understand the kinds of candidates we should target and their needs and motivations. Armed with this information, we developed messaging and content that resonated with key audiences and stood out in a highly competitive market. This was used in digital advertising through job boards, search engine ads and social media campaigns which pointed to a bespoke landing page.

## SUPPORTING A STREAMLINED RECRUITING PROCESS

With a focus on improving the candidate experience and creating efficiencies in the process, we built a bespoke application form which connected to the Legal Ombudsman's existing application tracking system (ATS). Upon our suggestion, the LeO added a written exercise to the application process which helped them assess writing competency and assist with the sift process.

PeopleScout completed the first sift. In fact, the attraction campaign generated so many applicants that we extended the time allotted for sifting to accommodate them. We also advised the client to adjust the scoring after the first round of sifting, because candidate quality was so high.

Upon passing the sift, our RPO team scheduled candidates for a virtual interview with the Legal Ombudsman team. From there, candidates participated in a virtual assessment centre. We supplied 15 trained assessors to support LeO interviewers in conducting a role play for 104 candidates. The role play mimicked the type of calls and inquiries investigators field in their daily work and gave both the organisation and the candidate a sense of how they'd perform in the position. The assessors' involvement let the LeO representatives engage more with candidates without having to worry about taking notes or keeping an eye on the clock.

"Every assessor I was partnered with was welcoming, easy to talk to and genuinely cared about the candidate experience."  
– LeO Hiring Manager

We handed back a cohort of candidates that were successful in the selection and assessment process and were ready for LeO to extend offers to. The offer and onboarding process was handled by the LeO HR team and supported by our recruitment delivery team.

## RESULTS

The client was so happy with the quality of the applicants they received that they increased the number of hires from 30 to 40. In the end, a total of 42 offers were accepted as a result of this campaign.

In feedback surveys, candidates gave a satisfaction rating of 87% for the recruitment process. Many said they enjoyed the assessment centre, which can often be stressful for candidates.

"Different, but actually enjoyable."

"Very professional and informative. Enjoyable experience even though it was an assessment. Positive day with some very good staff."

Legal Ombudsman staff gave the process 4.9 out of 5 stars. They particularly appreciated that the assessment was a true-to-life reflection of the skills required for the role. By streamlining and taking over parts of the recruitment process, we were able to reduce the number hours LeO staff were putting into recruiting by approximately 80%.