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Every year, Lloyds Register (LR) interviews thousands of candidates for roles available globally in its energy, marine, rail and consulting divisions.

Given the scarcity of top talent in these fields, it's crucially important to LR that, regardless of the outcome of a candidate's interview process, each candidate has had a positive experience.

It's highly likely that, even if a candidate is unsuccessful in their application for a role currently on offer, they would be suitable for a different role that may be available in the future. It is therefore important to LR that their recruitment process compares favourably with that of its competitors.

In order to develop a set of KPIs which reported on the quality of the LR recruitment process, Global Head of Resourcing, Greg Allen and his team decided to conduct a fortnightly survey of unsuccessful candidates. The survey would ask how the candidate felt the LR recruitment process compared with that of others.

The team appreciated that those candidates needed a quick and effective way of rating their experience, that wouldn't be a burden on their time.

LR's talent team chose to use Customer Thermometer 2 years ago, to track candidate satisfaction with the recruitment process. As Greg comments,

"In the oil, gas and marine businesses particularly, we are very well known and roles here are highly prized, so there is a great deal of competition for them.

"So often, we have to reject people for certain roles but they are still people we ultimately want to attract and have working for us. We therefore need to ensure our process measures their satisfaction with us and keeps them on side for the next available role which suits their skills."

"Long surveys wouldn't have worked in this environment. We are doing a survey from a place of rejection which we are sensitive to – this is why Customer Thermometer is the ideal tool. We need maximum response rate to gauge sentiment on our interview process but with minimal overhead on our candidates.

"There's nothing worse than filling in a 10 page survey. Our Customer Thermometer candidate survey changes all that. We call it the "Amazon" approach. It's one click and you're done."

LR has more than 25 recruiters across the world and Greg and his team now have a central view of their performance by person, by country and by role type, in real-time, displayed in their Customer Thermometer dashboard. Recruiters now all have KPIs set against their Customer Thermometer results.

This approach allows the team to pinpoint and investigate any areas for concern, and therefore keep satisfaction with the LR interview experience at the highest levels.

About Lloyds Register

Lloyd's Register Group Limited (LR) is a global engineering, technical and business services organisation and a maritime classification society, wholly owned by the Lloyd's Register Foundation, a UK charity dedicated to research and education in science and engineering. The organisation dates back to 1760. Its stated aims are to enhance the safety of life, property and the environment by helping its clients to ensure the quality construction and operation of critical infrastructure. <http://www.lr.org/en/>

About Customer Thermometer

Customer Thermometer (CT) is a one-click customer satisfaction app, which enables businesses to track sentiment in real-time and boost retention. Businesses can quickly and easily take the temperature of clients by customizing one-click emails, or integrating Thermometer surveys into their CRM, helpdesk or 3rd party systems. The company was founded in 2010 in response to industry-wide survey fatigue and the market requirement for real-time customer, guest and employee mood monitoring. Its customers include BT, Sonos and Reed. <https://www.customerthermometer.com>