



## **RAF multi-channel recruitment campaign**

### **Objective**

Broadsystem and the COI delivered a dedicated contact centre team to support multi-channel communication and a data centric CRM programme for the RAF's recruitment campaign. The project had to fulfil the following criteria:

- to support, record and accurately monitor media response activity via telephone, coupon, online, and email.
- to build and maintain relationships with potential RAF recruits through multi-channel communications.
- to deliver a high degree of recruitment service and enhance the customer experience throughout contact.
- effective capture and analysis of respondents profiling attributes.

### **Solution**

- we recruited a multi-skilled Contact Centre team which reflected the profiles of a typical RAF recruit.
- we prescribed the most relevant message, through the most effective communication channel, at the most appropriate time in the recruitment process in order to attract and retain ideal candidates.
- we developed a high-level training programme in conjunction with the RAF Careers Office, media agencies, and the COI.
- we undertook a data analysis project followed by a data strategy that monitored and evaluated the response data and the effectiveness of the recruitment process.
- we implemented 'near real-time' advanced reporting on all areas of activity.
- we also delivered the ongoing implementation of communication channels to enhance interaction with potential recruits.

### **Results**

- 200% increase in response, mainly as a result of the online activity.
- the ability to track the progress and status of potential recruits at all stages of the recruitment process.
- speedy delivery of 'near real-time' reporting on campaign effectiveness and campaign profiles.
- high-level of customer service, supported by intelligent analysis of respondent profiles.
- we also provided a screening process that resulted in high-quality leads.