

PageGroup

CASE STUDY

Making Deeper Connections with Candidates



**+305% Candidate
Engagement**

+320% open rate

+455% click-through rate

With Medallia Experience Orchestration, PageGroup is automating candidate intimacy at scale.

Medallia

Helping a big brand 'act small'

PageGroup is a global recruitment leader, with four brands and 7,700 staff operating across 35 countries. The business credits much of this success to the old-fashioned nurturing of personal, empathetic relationships between its candidates and clients. An explosion of digital channels, intermediaries, and job boards transformed the industry. Maintaining these personal relationships has become a complex, yet critical challenge to solve.

For recruiters, the candidate journey transcends a single job opportunity. A short or transactional relationship is generally considered undesirable. Given the market context, PageGroup sought to emulate its consultants' intimacy, empathy, and relevance at scale. The organization had created a rich and diverse repository of content that candidates really valued - from resume creation to maintaining social media presence. The problem was, PageGroup shared this information with candidates who were segmented into time-based, marketing campaigns rather than serving up individualized content as candidates interacted with PageGroup across their various channels. This meant much of the content wasn't getting to the right person at the right time.

Creating Candidate Loyalty and Trust

To find a more effective and scalable way to nurture meaningful relationships, retain relevance, and deliver value for millions of their candidates across the world, PageGroup partnered with Medallia. Given the ultimate ambition to earn long-term trust, it was essential that the timing, relevance, and authenticity of every single conversation would harness candidates' intent.

Within twelve weeks, PageGroup was able to connect every available channel including email, website, and inbound call centers by using Medallia's Experience Orchestration (MXO) solution.

How PageGroup more intimately understand candidates

1) AI-fuelled candidate journey intelligence

Candidates engaged with PageGroup in many ways over the course of their relationship including salary tools, job searches, alerts, and one-to-one advice. A candidate's long-term journey is complex and unique traversing a myriad of roles, candidate attributes, mindsets (from research to reassurance), and media (from job boards to PageGroup-owned webpages). AI-driven journey analysis and audience-creation capabilities provided a deep, 'four-dimensional' candidate journey analysis across channels, touchpoints, and time. Disparate candidate journey data was connected in Medallia

MXO enabled PageGroup to gain insights into the motivations of their candidates, which allowed them to individualize their recruitment processes at scale.

allowing MXO to automate the analysis of millions of journeys, from identifying failed experiences to understanding existing sales and marketing efficacy.

For the first time, PageGroup could:

- Build audiences, data sets, and predictive models from customer insights based on journey behavior
- Incorporate additional external sources of insight to equip consultants with a rich visual overview of candidates' up-to-the moment journey history and associated insight
- Use real-time journey insight at the most relevant and valuable moment to appropriately direct energy, resources, and communications freeing the business from the shackles of static, 'delayed' communications

2) Seamless, real-time and adaptive conversations

Armed with connected candidate intelligence and the new ability to traverse touch points across web, email, and phone - PageGroup used MXO to tailor each individual interaction for every individual. The ever-evolving and highly detailed candidate profiles now incorporate everything from interactions with salary calculators or job ads, to life stage and specific personal aspirations. This meant that PageGroup staff could harness candidate intent to engage in meaningful conversations, where it had once orchestrated time-based, broad marketing campaigns.

Candidates were only served relevant, contextual content at the most opportune time. For example, emails were now shared with advice on 'getting through the first 90 days of your new job' or 'alternative roles that might suit you' - based

In 12 weeks, PageGroup reported a significant impact.

+305% Candidate Engagement

+320% open rate

+455% click-through rate

on what signals candidates provided. MXO easily connected to PageGroup's existing martech solutions delivering timely and relevant outbound communication. By orchestrating these conversations in-the-moment, PageGroup was able to deliver true candidate-centricity across its brands, verticals, channels, countries, and languages.

The Impact

PageGroup's highly individualized, seamless approach to candidate engagement set them apart from major competitors. As word spreads, far more candidates arrive. Job alert sign-ups are up, conversion rates have almost doubled, and improved engagement appears to have directly supported candidate retention. Despite its grand size, the organization is now conversing on an individual level, replicating the personal service and empathy that had driven PageGroup's success from those early days. With Medallia Experience Orchestration, PageGroup is automating intimacy – at scale.

We'd love to tell you more about how Medallia Experience Orchestration is helping our other clients:

[Request a Demo →](#)

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](#)