

# RPO solution to recruit graduate talent for Mars

Out of this world.



amberjack



**“Amberjack’s knowledge, strong execution and high levels of candidate care ensure we recruit the exceptional talent Mars needs.”**

Future Talent Manager, Mars

## Background

Mars is one of the world’s leading branded manufacturers. They have growing business operations in 370 international locations across 74 countries.” In the UK they employ nearly 4,000 associates across several sites. They manufacture confectionery, food, pet care and drinks products. Their brands include Mars, Snickers, Galaxy, Pedigree, Whiskas, Uncle Ben’s, Dolmio, and Flavia.

## Objectives

We have supported Mars since 2012 with the recruitment of their graduate talent. In total we needed to recruit 41 graduates for seven different streams.

A key priority was to increase level of candidate experience. Every candidate touch point is critical and reflects directly on the employer brand. For many organisations like Mars, it is even more important since candidates are customers too.

To improve candidate experience you first need to measure it. We used Net Promoter Scores (NPS) to achieve this. The NPS scale ranges from -100 to 100. A negative score records a poor experience and a positive score an excellent experience. An NPS of zero is known as a good score, and higher scores are “exceptional”.



**“Personalised communications kept candidates up-to-date with application progress at all times.”**

## Our Awards



**APPRENTICESHIPS  
4 ENGLAND  
Gold Award Winner**

## Solution

We designed a recruitment outsourcing solution to deliver the graduate talent Mars needed. This was based on a new streamlined four stage recruitment process. It included a shortened application form, online tests, telephone interviews and assessment centres.

The entire recruitment process was managed on the Ambertrack Applicant Tracking System (ATS). Applications were screened manually. Telephone interviews were conducted and assessment centres managed efficiently. Every step was closely monitored by our quality assurance team. Real-time reporting provided detailed statistics that were shared with Mars and acted upon immediately.

Ambertrack supported the candidate experience alongside our resourcing services team. Candidates booked interview and assessment centre dates that suited them. They were able to access their account areas by mobile and easily see where they were in the process. Personalised communications kept candidates up-to-date with application progress at all times.

## Results

Working closely with Mars we ensured they hired the best graduate talent. And all candidates had an exceptional candidate experience.

The resourcing services team managed all candidate enquiries. We managed over 7000 human interactions including 1,350 calls taken and answered more than 1,800 emails. Almost 2,700 applications were received.

Mars met all their hiring targets with an average time to hire of just 60 days. Low candidate drop-out rates demonstrated the high levels of proactive management the candidates received. Overall 100% of offers were accepted. The campaign also recorded an excellent overall Net Promoter Score of +61 against the industry average of -51 (Inavero UK staffing report) demonstrating the high level of experience all candidates received.