

Ipsos MORI
Loyalty



Recruitment

Case Study

**ONE OF EUROPE'S LARGEST TELECOMS ORGANISATIONS
WANTED TO IMPROVE THE QUANTITY, QUALITY AND
DIVERSITY OF POTENTIAL EMPLOYEES APPLYING FOR
JOBS WITH THEM.**

Objectives

Our client, one of Europe's largest telecoms organisations, wanted to improve the quantity, quality and diversity of potential employees applying for jobs with them. Ipsos MORI were approached to provide insight and understanding into:

- the perception of its image and employer brand versus competitors
- the decision-making process that potential employees go through when looking for a job
- the key sources of information potential employees use when seeking employment.

Solution

To provide real depth and insight, a wholly qualitative methodology was adopted. This included focus groups and depth interviews among potential employees across geographically dispersed business units (i.e. call centre, retail and head office), in order to identify views across different job functions, as well as locations. We also included a number of depth interviews and focus groups with current employees who had recently joined the company to determine if their views and experiences differed to potential employees and whether their expectations had been met.

Benefit to the Client

In the first instance, our client was able to identify the key communication channels and messages it needed to convey amongst different target groups of potential employees. Furthermore, by highlighting the differing needs and requirements of the broad and geographically dispersed target groups of potential employees, the organisation was able to tailor its marketing collateral and communication material accordingly.

Employee Relationship Management

Why choose to work with Ipsos MORI?

- Employee research specialists operating in 60 countries worldwide
- 40 years of Employee Relationship Management experience
- Extensive UK and international benchmarking capabilities
- Thought leadership:
 - The aspirations of “Generation Y” as they start to find their way in the labour market
 - How our over 45s feel about retirement and ‘returnment’
 - Engaging employees through corporate responsibility
 - What makes Britons happy
 - How we feel about our employers more generally, thinking particularly about loyalty and the extent to which there is a two-way relationship
- Online solution for project management, data capture, analysis, reporting and action planning
- Flexibility to customise research
- Strong reputation for independence and credibility
- Leading-edge analysis techniques
- Easy access, user-friendly and clear reporting
- Consultancy services to enhance communications and action planning.

Further Details

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