

G4S Cash Services

ATM Engineers



Background to the project

G4S Cash Services is a huge global organisation and market leaders in their field. They store, process, deliver and collect cash from customers such as high street retailers and banks. They also have contracts to fix banks' ATMs, ensuring that customers can access their money when they need it.

Objective

G4S wanted to recruit around 50 maintenance people at locations throughout the UK. The biggest problem we perceived was that G4S was not known as a technical employer or for doing this type of work. Additionally, they were using the job title "Technicians/Engineers", which made the role sound more mechanical than it was. Bearing in mind we were looking for only basic technical experience and a good level of customer service skills, we felt this could adversely affect the response. G4S were offering great training and full support in this role so the only requirements were a practical and organised approach and a flair for solving problems.

Methodology

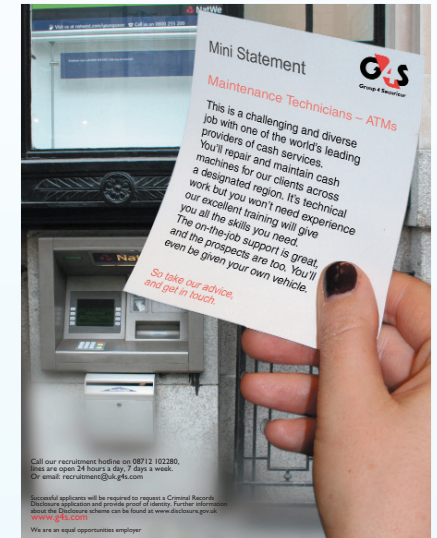
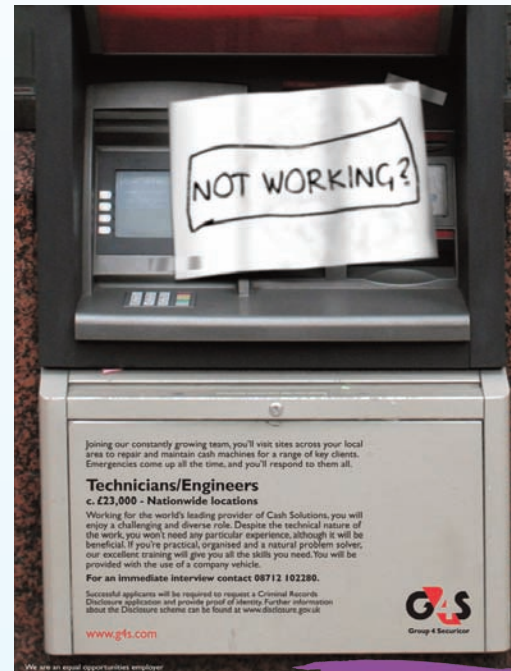
We designed three adverts using imagery of ATMs – immediately getting across what the job involved. The copy was very minimal and straight to the point. With so many positions to fill, we wanted to generate as much interest as we could without going into unnecessary detail. Because the jobs were scattered throughout the UK, we needed to use a national newspaper to target as many areas as we could. After much media research, we decided that the Sun would be the best option – it had the right readership and could cover all the locations we needed.

Results

G4S warned us that they had only ever used agencies for this role before. So we were under a bit of pressure to make sure that the advert was giving out the right message, and reaching the right audience. They received over 1000 applications, which was extremely high. From these, they managed to recruit for all of the vacancies.

Costs

We managed to secure large discounts on media space, which eventually cost £11,054, across 50 vacancies.
 Cost per applicant – approximately £11
 Cost per recruit – £221



The Advert that ran