

BENCHMARKRCX

Jumbo Interactive

Elevating Candidate Experience to
Reduce Attrition and Win Talent.

CASE STUDY

WWW.BENCHMARKRCX.IO

THE CHALLENGE

Jumbo Interactive, a global leader in providing innovative technology solutions for lotteries, recognised a gap in their candidate experience journey, which was impacting their ability to attract and retain top talent. They struggled to measure, understand, and improve the applicant journey, leading to missed opportunities to engage candidates early in the recruitment process. To stay competitive in a tight talent market, Jumbo needed a solution that would optimise their recruitment process and help create a better candidate experience.

THE SOLUTION

Jumbo partnered with Benchmarcx to overhaul its recruitment process using a data-driven approach. Through Benchmarcx's candidate experience analytics tool, Jumbo gained real-time insights and benchmarks that allowed them to focus on several key areas for improvement:

- **Enhancing the interview experience to ensure preparedness and professionalism.**
- **Streamlining the application process for smoother candidate engagement.**
- **Improving communication to provide timely feedback and keep candidates engaged throughout the journey.**

The data from Benchmarcx enabled Jumbo to benchmark their performance against industry standards, and competition for talent while also identifying where they were excelling and where they needed to make changes. This holistic approach empowered Jumbo's hiring managers and interviewers to play a more active role in improving the overall candidate experience.

THE OUTCOME

By adopting Benchmarcx, Jumbo Interactive not only transformed its candidate experience but also made significant strides in reducing first-year attrition, a key challenge that had been affecting the company.

75.8%

Reduction in
First Year Attrition

Reduced from 33.33% in FY23 to 8.06% in FY24, driven by a better candidate experience that ensured stronger alignment, retention and sense of belonging from the outset. A smoother recruitment process and improved onboarding led to more engaged, long-term employees.

+96.1%

Interview
Preparedness

Hiring Manager interview preparedness and engagement scores were exceptionally high (97.4% professionalism). Both surpassing industry benchmarks of 94.2% and 95.8%. The outcome significantly strengthened candidates' perception of Jumbo as a top employer.

42.4%

Reduction in
Time-to hire

Time-to-hire also improved significantly, reducing the average hiring period from 39.3 days to 22.6 days, making the process more efficient and responsive to top talent.

+74 NPS

Candidate
Recommendation

An impressive Net Promoter Score far surpassing the industry benchmark of 29.8, showing that candidates were much more likely to recommend Jumbo to others. Additionally, 95.7% of candidates said they would recommend applying to Jumbo, well above the benchmark of 82.4%.

A COMPETITIVE ADVANTAGE

By leveraging Benchmarcx's data-driven insights, Jumbo Interactive successfully enhanced its candidate experience, reduced first-year attrition, and positioned itself as a leader in talent acquisition by winning not only the inaugural "Excellence In Candidate Experience" award through Benchmarcx, but also the "Excellence in Candidate Experience" award at the Internal Talent Awards (ITAs) 2024.

As **Nick Stebbings, Talent Acquisition Lead**, noted:

A positive candidate experience sets the tone for the entire employee lifecycle. We had a new employee say that one of the main deciding factors in joining us was the positive experience she had during recruitment.

Jumbo's success in transforming its recruitment process highlights the power of using data to drive decisions, align hiring teams, and ultimately, secure the best talent.



BENCHMARKCX

BE THE EMPLOYER OF CHOICE

For Jumbo, the transformation didn't just result in better hires - it resulted in a more committed and engaged workforce, helping the company thrive in a competitive market.

WWW.BENCHMARKCX.IO