RAKUNA

Hire Top Student Talent with a Data-driven Campus Recruitment Program

About nationalgrid

National Grid US is one of the largest investor-owned energy companies providing safe natural gas and electricity in the U.S. "When our customers turn on their lights or gas stoves, National Grid Employees are the group of people responsible for making that happen," said Valerie Rollo, Campus to Careers Manager, and Kelsey Kennedy, Campus to Careers Specialist, at National Grid.

"We are in a race against time right now to get young talents to join us and make a difference."

Campus recruiting is highly important to National Grid. Each year, National Grid brings in about 250+ interns and hires a couple of hundred recent college graduates for entry-level roles. However, the company is in a deadly race to get young talents. "In the energy industry right now, we are having a huge retirement boom. A large portion of our workforce is currently or will be eligible for retirement in the next five years," said Valerie.

The Challenge

"The manual processing approach was inefficient and frustrating."

Previously, when attending campus recruiting events, the team would show up with printed sign-in paper and had prospects note down their contact information. Unfortunately, due to compliance issues and following the Legal Team's policies, the team couldn't collect resumes to bring back to the office, meaning all the data-collecting work had to be done right at the events.

After each event was over, with the paper sign-in sheet, the team had to:

Decipher all the different hand-writings on the paper	Manually enter those data into a computer-based format (and sometimes wonder if the transcribed information is correct)	Check to see if any of the students have actually applied to any of the job openings on National Grid's careers site	Manually send emails to follow-up with students post-event

In the past few years, National Grid's Talent Acquisition Team had been striving to become a more data-driven group, which meant the paper process had to quickly go. Getting tired of the manual process and unable to track recruitment ROIs, Valerie knew what she had to do, "I told myself 'I've had enough of this' and talked to my Manager at that time about finding a new technology solution." Luckily, her Manager felt the same and gave the team a green light to move forward with the plan.

The Solution

"It was clear from the demo how quick and easy it would be to use Rakuna."

A simple Google search brought up Rakuna. Valerie quickly booked a demo and was impressed by Rakuna team's deep knowledge in campus recruitment and the passion they had for the business. After getting a couple of demos in, Valerie was sure Rakuna is the group she wanted to push the leadership team to move forward with. "It was clear from the demo how quick and easy it would be to take a screenshot of the students' resumes as well as for the OCR technology to parse the important information. Oh, and the ability to communicate with candidates post-event is fantastic," shared Valerie.

When gaining leadership buy-in, Valerie presented the team's challenges and how Rakuna would resolve them. "At that time, Rakuna satisfied everything we needed and so it was a very quick yes from our Leadership team to move forward. We all felt that Rakuna offered exactly what we needed without being too much. Rakuna was a perfect choice."

"The students love seeing us as a tech-savvy company who is committed to implement cutting edge technology into our daily practices."

It took National Grid less than three months to go from researching Rakuna to actually implementing it. At offline recruitment events, the team utilizes both their smart mobile phones to collect the prospects' information and iPads to have students manually input their data in case they forget to bring their resumes. This way, the team avoids missing out on any potential candidates. "The students' reactions to us and themselves using the app have been really positive," they love seeing a tech-savvy company who is committed to implement cutting edge technology solution into the daily work practices.

Sharing about the most-used and favorite feature of Rakuna Recruit, "definitely the automated Post-Event Messaging and Post-Event Survey," agreed by both Valerie and Kelsey. When it comes to the post-event messaging, it's a huge win for the team because they get to include the link that leads students back to National Grid's career site. "Most of the time the information we give out at the career event can be overwhelming to the attendees, so the post-event message is a great way for us to quickly reiterate that information."

The statistics from the Post-Event Survey was helpful in letting the team know what went well and what did not at the event. Valerie was able to use the assessment to let others know what students are saying about her team and National Grid. "Around 99% of our feedback we received has been really positive, so it's given us an extra boost of energy and motivation to keep up the good work the team's been doing."

The Impact

"Since Rakuna, we've saved many hours of our weeks to do more meaningful work."

When National Grid started using Rakuna, the Campus to Careers team set out a list of goals they wanted to achieve:

1 Reduction in effort and time in doing manual data-entry tasks

2 Increase in effective communication with students post-event

3 Ability to generate a set of accurate, reliable and usable data

With Rakuna, the Campus to Careers team was able to achieve all of these three goals within their first year of implementing the product:

Save 50-60 hours of administrative and manual work per semester (about a week of work)

Increase 10% in the number of students applying to National Grid every year since 2017

Easily see collected data post-event and confidently rely on reliable ROI analytics to become more strategic and competitive in hiring people in the Energy industry

Increase the company branding by appearing to the millennial generation in that they, too, are a tech-savvy company

The recruitment race is never easy, but those who are strategic and forward-thinking will soon beat out other competitions. National Grid's Campus to Careers team is a perfect example of being not only hard-working but also forward-thinking. Since the beginning of the partnership, Rakuna has become an extremely important tool in National Grid's recruitment box. "Even our Vice President has become a big fan of Rakuna. With the technology being so integrated into our process and doing such a perfect job, we can't find any reasons as to why we should not continue using it."

Schedule a demo with us to learn how Rakuna helps companies streamlining their hiring processes.

Request A Demo