



JUMBO INTERACTIVE CASE STUDY

When Jumbo Interactive took a look at their candidate experience journey, they identified a missed opportunity to measure, understand and optimise their process. Benchmarcx offered a solution to measure and improve the applicant journey and candidate experience, which in turn helps them attract and retain top talent

Jumbo Interactive's mission is to create positive social impact through making lotteries easier. They achieve this by providing technology solutions and management expertise to help governments, charities and not-for-profit organisations.

When they took a look at their candidate experience journey, they identified a missed opportunity to measure, understand and optimise their process. The Benchmarcx candidate experience survey tool offered a solution to measure and improve the applicant journey, which in turn helps them attract and retain top talent. The opportunity to benchmark their candidate experience in real time against other employers recruiting for the same talent gave Jumbo Interactive a competitive advantage in the talent market.

Jumbo Interactive's Talent Acquisition Lead Nick Stebbings said using Benchmarcx has had a fantastic impact on their organisation.

"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 has had through the recruitment process. Happy and engaged candidates become satisfied and productive employees, contributing to a positive workplace culture and reducing turnover."

Benchmarcx helped Jumbo Interactive:

- Uplift their interview experience
- Streamline the application process
- Enhance communication with candidates
- Provide timely feedback



Using Benchmarcx, the talent team at Jumbo Interactive was able to gather real-time candidate experience data and include this in their ongoing metrics - insights that were valuable not just for the people and culture team but also their C-suite and Board. By implementing data-driven candidate experience initiatives and demonstrating their commitment to providing positive experiences, the internal perceptions of the recruitment function has improved.

Their success in attracting and retaining top talent demonstrates Jumbo Interactive's dedication to showing care and respect for each candidate. This accountability extends to hiring managers and interviewers, ensuring everyone understands and plays their part in the applicant journey. This holistic approach contributes to the organisation's overall success.

What Jumbo Interactive Candidates say:

"Extremely professional, fast and efficient recruitment process. Very open, transparent and quick to respond. Valued understanding where I stood at each stage of the process and next steps"

"Best recruitment experience I've had with my recent change of jobs. Many companies' recruitment process treat candidates as a disposable commodity by not assigning much value to their time, and to me this is a red flag of a potentially toxic workplace. Jumbo was refreshingly different to this."

"This has been one of the most genuine, professional and transparent experiences I have been involved with. This is the gold standard."

As our business has expanded globally, we wanted to ensure a seamless candidate experience across all regions. Benchmarcx has helped us transform our candidate experience reporting and insights. Their innovative solution has provided us with valuable data and actionable insights, allowing us to enhance our recruitment processes, make data-driven decisions and create a more engaging candidate experience. We highly recommend Benchmarcx.

Nick Stebbings

Talent Acquisition Lead



Get In Touch

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