



Recruitment Effectiveness

**Helping Virgin Media
build connections that
matter during COVID-19.**

2020 | **RECRUITMENT
MARKETING
AWARDS**

Objectives:

- Recruit 550 contact centre roles across 4 sites
- Move to a virtual hiring process – remove face-to-face assessments
- First starters to be on site within one month
- Build trust with hiring managers in the absence of face-to-face assessments
- Help candidates understand social distancing measures

The strategy

During the COVID-19 crisis, Virgin Media needed to recruit up to 550 UK contact centre workers to help ease the threat of overseas contact centre closures due to strict lockdown rules.

One of the key challenges was to factor social distancing into the training and make candidates fully aware of what their working conditions would be like. Given the timescales, we also wanted to keep pre-start dropouts to a minimum.

We wanted a clear message which helped candidates understand the great opportunity at hand but also gave them honest, accurate information about COVID-19.

Our strategy focussed on key changes to the careers site, supported by a campaign landing page and an agile media and advertising plan for each site.



Thinking about joining our Customer Care, Retentions, or Collections teams?

**We're recruiting over 500 call centre jobs, based in
Sheffield, Manchester and Teesside.**

It's a challenging time right now, but Virgin Media is rising to that challenge.

Despite the ongoing Coronavirus pandemic, we're committed to keeping the nation connected at a time when we need it the most.



Decisions had to be made quickly. Adopting an agile approach, we produced our key deliverables against a challenging timeline:

Nationwide PR statement to launch the campaign - enquiries were directed to the Virgin Media careers site.

Changes to existing careers site and roles posted – delivered 48 hours after launch.

Campaign microsite (fully mobile optimised) – delivered 6 working days after launch.

The Delivery

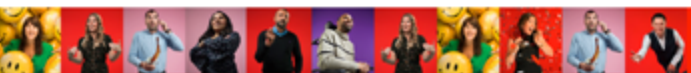

Virtual assessment solution designed and implemented – delivered 8 working days after launch.

First applicant screened virtually – delivered 9 working days after launch.

Candidates were initially asked to complete a set of interview questions virtually, uploading their answers using video tech.

Key challenge: as these were recordings, there was no opportunity for us to probe responses or for candidates to ask questions. We also had no historical data on how many candidates would successfully upload a video recording on this scale.

Career Crafter




Thinking about joining our Customer Care, Retentions, or Collections teams?

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It's a challenging time right now, but Virgin Media is rising to that challenge. Despite the ongoing Coronavirus pandemic, we're committed to keeping the nation connected at a time when we need it the most. Our customers still need our support. That's why we need you.

Keeping Our People Safe



We're working day and night to keep the country connected whilst adhering to the government guidelines. Our services are more vital than ever before and as a result, our frontline agents have been classed as key workers and our centres remain open. However, our ambition is to provide the ability for as many employees as possible to work from home in order to create flexibility to react to the changing situation. To be find out more about our approach to coronavirus please click here: www.virginmedia.com/help/coronavirus-update


Once everything is back to normal, if you want, you'll have a permanent role working in one of our contact centres.

Our Opportunities

We have a number of full and part time roles available on either permanent or fixed term basis. We have outlined which opportunities are available on our adverts.

To find out more about the roles available please follow the links below:

[Manchester](#)[Teesside](#)[Sheffield](#)



Your Recruitment Journey

We are keen to continue our recruitment and so we have changed our recruitment process removing any face to face stage in order to make it a safe environment for everyone.

Please click the below boxes for more information:

1

2

3

4


Submit your Application

Video Interview


Qualification Call

Offer


Good luck!



Call Centre

[About Us](#)[The Roles](#)[Future Careers](#)[Recruitment Process](#)[Working Here](#)[Locations](#)[Blog](#)[Job Search](#)

Call Centre – Customer Services



We hope this page provides you with lots of hints and tips for your upcoming interview. However should you have any questions, or wish to speak to us, [please register for our upcoming chat events](#).

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We've put together a set of information which we hope will [help you shine in the video interviewing process](#) – it's your chance to help us build connections that really matter.

[Back to top](#)

Ooh, have you heard the juicy news?

Yep, it's true!

Wicked, I'm excited!

[Have a peek at Our Roles](#)

Latest Vacancies





CUSTOMER SERVICE ADVISOR
Sheffield

HEAD OF REGIONAL NETWORK CONSTRUCTION & DELIVERY – SOUTH LONDON & SOUTH COAST
London


HEAD OF REGIONAL NETWORK CONSTRUCTION & DELIVERY – NORTH LONDON, HOME COUNTIES & EAST ANGLIA
London

DIGITAL COPYWRITER
London

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Video Interviews



Building Connections That Really Matter

Congratulations for making it to the video interview stage of the recruitment process!

You're one step closer to becoming part of the Virgin Media family.

A video interview might feel strange at first, but we wanted to give you the flexibility to complete the interview in your own time, in a place that suits you.

Having said this, the video interview is still a really important part of the recruitment process.

Our recruitment team will use this to find out whether the role is right for you.


By reading our hints and tips below, we'll help debunk some video interview myths, and get you prepared to put your best foot forward.

Let's get started

We believe that research is key!


Before the interview, make sure you know what we do, what interests you about the role and why you want to join us.

A good place to start would be to take a look at the following video to see how best to prepare for your upcoming interview:




You may also find it useful to take a look at our values:

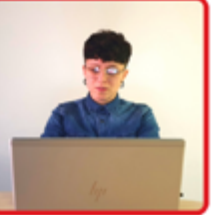
Our Values




Dress as you would for a face to face interview. Smart casual is best!




You can complete the interview on a mobile device, laptop or desktop. Avoid distractions by turning any other nearby devices to silent mode.




Make sure to do the interview in a room that is light. Opening curtains or turning on the lights will do the trick.




Have a glass of water with you so that you don't need to get up during the interview.



Sit at a suitable distance from your computer or phone. Too close and you may sound muffled, too far and we might not catch all your answers.



Relax and let your personality shine through!



So close, you can almost taste it!

Congrats, you've done it!


We're so pleased you've passed your assessment and our Recruitment team's given you a call to offer you a role with us.

Exciting times!


What's next ?

As discussed on the phone, over the next 10 days you'll go through our onboarding and screening process, and we'll need some info from you.

Here's what to expect including some hints and tips on what we're after.



Your onboarding process



We've passed your details on to Security Watchdog (our security partner) who'll get cracking with the screening process.

This includes a basic criminality and credit check.

You'll get these two emails very soon – please look out for them:

- Security check – This email will be sent from securitywatchdog.co.uk. Make sure to check your spam folder in case it goes there.
- Bank and tax form – This email will be sent from joinus@virginmedia.co.uk. You'll need to complete the form in this email so we can pay you your first Virgin Media paycheck.

Each email will ask you to complete a few different things within 48 hours, so it's super important you keep an eye out for these emails arriving in your inbox.

In the meantime, click the boxes below to see what each email will ask you to do.

[Online form](#)[Right to Work](#)[Proof of Address](#)

If you do not provide acceptable documentation for right to work purposes, then we will not be able to progress your offer. It is also really important that you submit anything security watchdog requests from you.

Your onboarding journey

Over the next two weeks we'll get you up to speed on what you can expect from us, here is the process we will be following.

Your job offer

1

Now you've had your job offer, let's get you up to speed on what you can expect from us over the next two weeks.

As part of your offer call we will ask you to submit right to work documentation to us at righttowork@virginmedia.co.uk. The buttons just above will help you identify suitable documents.

2


Right to Work Check

Security Checks

3

Make sure to submit your security checks within 48 hours of receiving the email from Security Watchdog so you don't delay your start date.





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During this time of uncertainty, keeping our customers connected is more important than ever. We're recruiting a number of [...See More](#)



Connecting people to what matters most

VIRGINMEDIA.CAREERCRAFTER....
Hiring Now | Call Centre Jobs
We offer an excellent benefits pa...

[LEARN MORE](#)





one team
one voice



Recruiting Now



Virgin Media Life
Sponsored · 

During this time of uncertainty, keeping our customers connected is more important than ever. We're recruiting a number of fixed-term and permanent Customer Service roles in Birmingham, Manchester, Sheffield and Teesside.



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VIRGINMEDIA.CAREERCRAFTER.CO.UK
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We offer an excellent benefits package.

[Learn More](#)

Our results have exceeded all expectations in speed and efficiency, and quality:

The Results

527

approved offers
in the first 8 weeks
– average of 66
per week

68

starters within
1 month of go-live –
normally 10 weeks
minimum for BAU

App to hire ratio

14:1

– compared to 20:1
for a BAU campaign

12%

dropout in final
stage assessment
– compared to
30% for BAU
campaigns

Over

6,400

applications generated
throughout the campaign

As successful candidates moved through the process, recordings of their video screen answers were sent to hiring managers after our review.

We wanted managers to trust the process and provide our team with feedback if we were attracting and screening the wrong type of candidates.

The results were beyond our expectations and have potentially redefined future campaigns.

Of a sample of 351, managers agreed with 92% of our scoring. This gave managers huge confidence in the virtual process and allowed us to continue without the need for face-to-face assessments.

- 1,000 hours of managers time saved compared to old BAU interview process

Quality control

Client feedback:

“Due to the COVID-19 situation, we needed a new hiring process in an extremely short period. In less than two weeks, PeopleScout had candidates moving swiftly through the process. PeopleScout’s agility ensured candidates could start within one month of applying...Most importantly, PeopleScout has helped us build a new level of trust with our hiring managers, enabling us to work in a far more efficient and safe way. The success of this project means that we now have a new way of recruiting to build on in the future.”

Sharron O’Donnell, Head of Resourcing Virgin Media

“Given the very unusual circumstances with recruiting in the middle of a pandemic, I have nothing but praise for Peoplescout who have provided a strong level of candidates for the VM business. They have also delivered a seamless process that I’m sure at times has been very challenging.”

Julie Seymour, Collections Operations Manager