

COHESION DELIVER GRADUATES AND PLACEMENTS TO K+N FOR A SECOND YEAR

Kuehne + Nagel are a global transportation and logistics company, with over 1,000 offices in over 100 countries.

Having approached Cohesion in 2014, an effective recruitment process for both Graduates and Placements has since been implemented.

Our Objectives

Kuehne + Nagel knew that, if they wanted to continue operating at the highest level, they had to look into recruiting early talent that could guarantee them longevity. However, they hadn't previously recruited Graduates or Placement students, so had no infrastructure in place.

To achieve their recruitment and talent objectives, they needed a sophisticated Graduate and Placement recruitment scheme that would attract the best talent. This would allow them to recruit the early talent that they needed to continue doing what they do best.

Our Relationship with Kuehne + Nagel

Fully understanding the requirements of the business and 'what good looks like' across different departments was hugely important. Cohesion spent time with key stakeholders to really get under the skin of the requirements and, alongside this, used their extensive



"With a new team in place, tight timelines, and a clear focus on re-branding and re-launching our Graduate Programme, we had a huge amount of work ahead of us. We engaged with Cohesion as a strategic partner to lead the candidate experience from application to assessment."

expertise to create a tailored recruitment process.

The 2016 campaign went live in September 2015, with an attraction plan that utilised the knowledge gained from the previous year. This knowledge demonstrated which Universities and channels worked best to provide K+N with great candidates.

Over the life of the campaign, we received 1419 applications – compared to 918 the previous year.

Our Results

- 100% of the roles were filled, with offers made to Graduate or Placement students
- A further 9 candidates being identified for direct roles – only one offer was declined
- A number of the Placement students enjoyed the programme enough to return to Kuehne + Nagel for Graduate roles
- A 96% attendance rate was achieved for Kuehne + Nagel assessment centres – with 3 candidates cancelling at short notice. This meant that Kuehne + Nagel were able to assess a greater number of candidates in order to determine which would be the best to suit their needs



“Cohesion ensure that our Graduate application process is simple, effective and supports the candidate through each stage. The additional support and preparation calls to candidates has really made a difference to the candidate experience and, at assessment centres, candidates often spoke about how well prepared they felt and ready to perform at their best.”