

Thames Water - Graduates

Thames Water is the Private Utility Company responsible for the public water supply and waste water treatment in large parts of Greater London. Thames Water's 15 million customers comprise 27% of the UK population.

Thames Water first approached Cohesion in 2008, to discuss their Graduate Recruitment strategies.

The Challenge

Thames Water's graduate programme aims to recruit future leaders for the business.

Cohesion began working with Thames to help them reach and engage with top graduate talent across a variety of disciplines, with a view of retaining and developing successful candidates.

The Solution

Cohesion's relationship with Thames Water spans over 7 years. Year-on-year, specialist Graduate recruiters create bespoke talent acquisition strategies using ideal-candidate profiles based on Thames Water's current leaders.

Cohesion's team utilise their strategic partnerships with Universities to engage with relevant tutors, students and advertise on specifically identified sites. Online attraction strategies include live Twitter Q&A sessions and LinkedIn searches.

With clear guidelines and experts on-hand to support candidates through the process, Cohesion ensured a high-quality recruitment experience was in place for all.

Results

- Our most recent Graduate Recruitment campaign for Thames Water saw an offer rate of 104%;
- Our 7-year partnership with Thames Water has delivered a retention rate of 90%;
- Effective candidate engagement carried out throughout the campaign saw a 100% attendance rate at assessment centre;
- The average time-to-offer was 32 days – considerably lower than the average for Graduate Recruitment;
- Our University partnerships proved extremely fruitful – the Universities we communicated with filled 100% of the roles.

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