



Case Study

NSPCC

How the NSPCC Increased Engagement and Reduced Renege Rates

Overview



The National Society for the Prevention of Cruelty to Children (NSPCC) works and campaigns to protect children in the United Kingdom and Channel Islands. Like many charities, the NSPCC recruits a team of dedicated volunteers who take up vital roles within the organisation

During 2018/19 the NSPCC had over 6,900 volunteers including those within direct support roles in schools and at Childline, fundraising and office based positions.

All child facing volunteers have to undergo essential safeguarding checks before starting their role, which is usually a lengthy and time-consuming process; keeping volunteers enthusiastic and engaged during the sometimes lengthy onboarding process has always proved challenging.

The Challenges

1

Reduce renege rates from 34%

2

Maintain consistent contact with candidates effectively and efficiently throughout the recruitment and onboarding processes

3

Provide relevant information to candidates and different points of the recruitment journey to keep up enthusiasm and engagement

4

Implement a flexible, intuitive and fun solution to communicate with candidates nationally without the need for travel

5

Educate candidates and allow them to access answers to questions that some may feel uncomfortable asking

6

Keep candidates engaged throughout lengthy security checks.

Our Solution



The NSPCC implemented the **Meet & Engage live chat messaging platform** to host group chats during the recruitment and onboarding process.

Applicants who are successful at the interview stage are now invited to attend regular live group chats to help maintain their enthusiasm and engagement during the sometimes lengthy onboarding process.

These sessions allow attendees to hear from the recruitment team at the NSPCC, discover more about the role and its importance within the charity and ask any questions they may have.

Frequent live group chats have also provided an invaluable way for the NSPCC to promote volunteering opportunities and reach a wider range of potential volunteers.

To further increase engagement, relevant people from the charity, including current volunteers, are regularly invited to co-host the chat sessions, sharing first-hand experience of what it means to volunteer for the NSPCC. Incorporating content such as pictures, videos and live polling questions really helps to bring the NSPCC's mission and values to life. This allowed for:

- **Media sharing to bring clarity to the role and the organisation**
- **Relevant information sharing and answers to FAQ's**
- **Direct communication between the recruitment team and candidates to build rapport**
- **Maintain engagement during lengthy parts of the recruitment process**
- **Promote various volunteering opportunities within the organisation**



The Results



After an initial pilot of three months, the NSPCC found a **large reduction in candidate renege rates post offer**

Here's an overview of results:

68%

reduction in renege rates post offer (during security checking) from 34% to 11%.

9 in 10

participants felt the live group chats were useful during the application process.

87%

agreed to having a positive overall experience of the online live messaging events.

98%

agreed that the live chat messaging platform was easy to use.

“

Meet & Engage allows our organisation to come together and streamline our approach to supporting new volunteers. I feel this gives the volunteer experience an extremely positive element and also the opportunity for volunteers to be a valued part of a much bigger team.

”

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It's so nice to be able to bring volunteers together from all over the UK into one chat meeting.

These volunteers may never meet each other or even have the opportunity to talk to volunteers from other locations. It's so lovely when you see volunteers chatting to each other and wishing each other well for their volunteering journey ahead.

I would recommend Meet & Engage to other charities especially as it's sometimes hard to find new and meaningful incentives for our amazing volunteers.

It's another way to be able to communicate with people who are giving their time to us, being more flexible to their needs and supporting them in having more information to prepare them for their role ahead.

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Amy Wellings

Volunteer and Employee Engagement Advisor, NSPCC





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ENGAGE
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Meet & Engage has a suite of
Candidate Experience Technology
consisting of:

Live Chat
Candidate Experience Chatbots
and Onboarding Solutions.

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