

# A new look at new hires



### Soft Skills training on Recruitment Techniques for Royal Mail

Royal Mail (formerly Consignia) is a public limited company wholly owned by the UK Government, with annual sales in excess of £8 billion and more than 220,000 employees. Royal Mail collects, processes, and delivers 82 million items to 27 million addresses each day. It owns the trusted brands of Royal Mail, Post Office, and Parcelforce Worldwide, which provide distribution services in the UK and internationally.

#### THE NEED FOR SOFT SKILLS TRAINING

Royal Mail wanted an e-learning solution, which would supplement the Recruitment Interview Techniques (RIT) workshops already being conducted, as a refresher course. Tata Interactive Systems, as a preferred supplier, had developed highly successful e-learning solutions for Royal Mail in the past and hence was chosen to meet this requirement too. The target audience comprised the employees at Royal Mail who would be interviewing prospective field staff. This group had undergone the RIT workshops and were, therefore, familiar with the essential concepts of recruitment and interviewing. By the end of the program the learners were expected to be able to:

- Correctly integrate current Equal Opportunities legislation and Royal Mail's business policies and procedures into the interviewing and selection process for both new employees and internal promotions.
- Effectively apply the underlying principles of management of diversity to this process.
- Identify the key elements of an effective interview plan.
- Design and ask effective interview questions.
- Identify relevant information from interview notes, classify them against the pre-determined criteria, and evaluate all the evidence in order to help make the correct recruitment decisions.

### HOW OUR SOLUTION HELPED

Tata Interactive Systems proposed an approach, which enhanced the learners' interest and eagerness to go through the course, since a more detailed version had already been offered to the employees in an instructor-led training program. The e-learning component dealt with content that learners could revise by themselves.

The course had a granular structure and consisted of modules and topics. The learners were presented with short case studies (caselets) and scenarios for each topic. Real-life case studies or short scenarios were effective in helping learners apply knowledge to real-world situations. The learners were asked to make decisions based on the scenarios given, which helped them internalize difficult concepts and assisted them in recalling facts, processes, and procedures. A mentor appeared in each caselet, and provided hints, tips, and advice to the learner. The mentor also provided a brief rationale to the learner just before the descriptive feedback was provided for each caselet. These were modeled on the caselets given in the pre-work section of the RIT workshops.



**The training product developed for Royal Mail revamped their interviewing and selection process for both new recruitments and internal promotions.**

The content was divided into two parts—the caselets and the teach screens. The learners had the option of viewing theoretical content at their own discretion. In addition, interview hints and tips, interview formats, and checklists were available in the Job Aids section in a printable format at all times.

The visual design of the program aimed to:

- Focus the learner's attention on the content area.
- Provide features to enable easy navigation.
- Provide a large on-screen area for module content, which included text and graphics.

The primary instructional element in the program was on-screen text. Graphic images were used extensively as representative visuals to reinforce and supplement the instructional content and to provide visual stimuli. A realistic illustrative style was used to depict the scenarios. Regular interactivities were used to ensure that the user was engaged and was actively involved in the course. Bright colors were used to ensure a fresh look on the screens, minimizing user fatigue. The color scheme also ensured that the readability of the content was not affected. The visual elements—colors, fonts, and logo—used in the program were in keeping with the branding guidelines provided by Royal Mail.

Audio was also a part of the course, with the restriction that file size could not exceed 50kb. A photo-realistic style was finalized with a vertical navigational structure. The audio files were embedded as 32-bit MP3s to reduce file size. Extensive testing was done on different platforms to ensure that the course loaded without any problems.

### TECHNOLOGY USED

The solution was developed using Flash 5.0.

### SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of the Soft Skills training on Recruitment Techniques at Royal Mail. To experience some of our products at work, you may view our demos by registering online at [www.tatainteractive.com](http://www.tatainteractive.com).



The focus of the opening screen is on depicting diversity. Different people have been shown to be coming in from different locations, applying for jobs at Royal Mail.

Screenshot depicting the office environment to reflect the diversity within Royal Mail. Clicking the 'Enter' button takes the user to the menu screen.



Introduction screen for the caselet, where both the characters are introduced. The scenario moves forward with the exchange of dialogs between the characters.

