

Case Study: Bulge-Bracket Bank

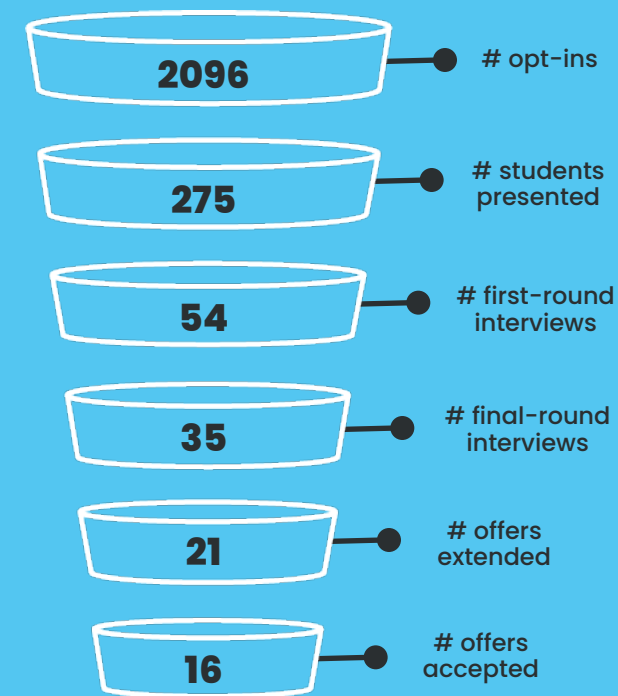
Challenge

- (1) Diversity: The client was struggling to engage students of diverse backgrounds—particularly underrepresented minorities, women, and the LGBTQ+ community.
- (2) Qualification: Inundated with resumes, the client was having a hard time identifying the needles in the haystack, resulting in considerable time lost and an inconsistent and complex screening process.
- (3) Conversions: The client was seeing a low offer acceptance rate, which it suspected was because they were not adequately identifying those candidates with a strong interest in the firm.

Approach

- (1) Develop Pipeline: Our two-pronged approach broadcasted the opportunity to our community of 15,000+ diverse students while simultaneously activating our partner network to promote externally.
- (2) Build Trust: The client engaged directly with our community through both a large-format virtual event and a more intimate follow-up session for top candidates.
- (3) Identify Matches: Leveraging candidate work preference data and assessment scores along with our matching algorithms, we curated a dashboard of pre-qualified matches, ranked based on riskiness and fit with the client’s KPIs.

Results



3.7 average GPA

