



Unlocking the Future of Civil Service Recruitment: Data-Driven Innovation in Action

Delivering your digital future



Hi.

Joe Pilgrim

Principal Product Owner

Box UK



“To attract top talent to consider a career in the Civil Service and showcase the benefits of staying long term”

The Challenges



Limited Flexibility & Control

The website was inflexible. Pages consisted of an ever growing list of fixed templates, with little control over design or branding.



Content Duplication

Some Departments felt the need to create separate career focused microsites which meant the duplication of much content, which could be confusing for end users.



Lack of Customisation

Departments and Professions felt their sections were too similar to each other. There was little opportunity for custom theming or branding to represent their identity.



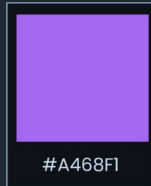
Inadequate Data Tracking

Although a data visualisation and Google Analytics account existed, the data pipelines were locked down and were not precise enough to track key events needed to truly understand the journeys to, through and from the site.

Our Approach

The site needed a complete redesign to move from static templates to dynamic component and customisable block built pages.

We also saw this as an opportunity to build content which could allow tracking of user engagement.

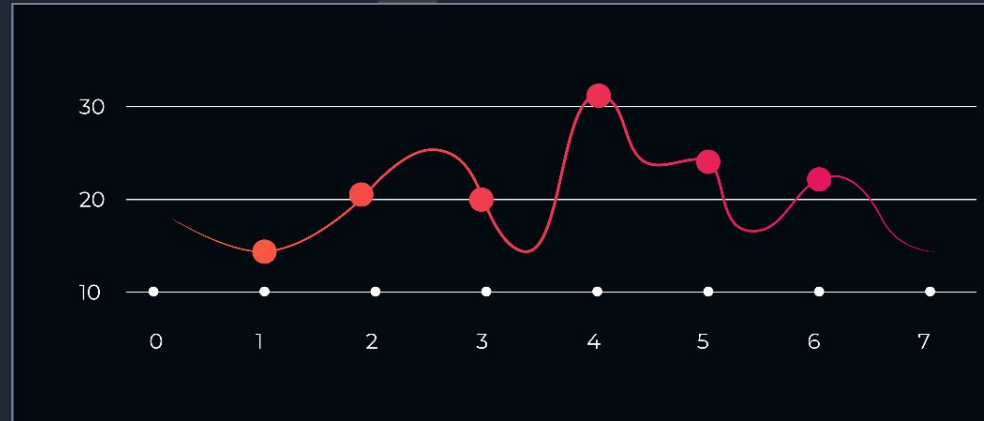
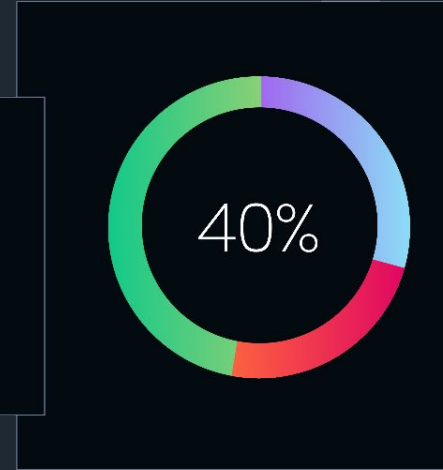
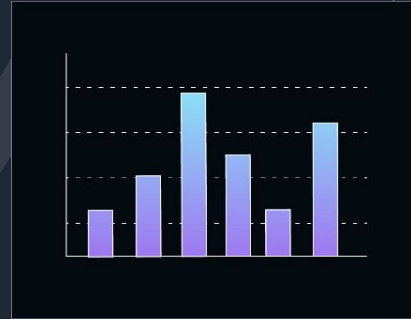


**“Use data to drive
innovation, informed
decision making and
deliver real impact”**

Our Approach

Over the first 12 months, we embedded a data driven approach at every stage of development:

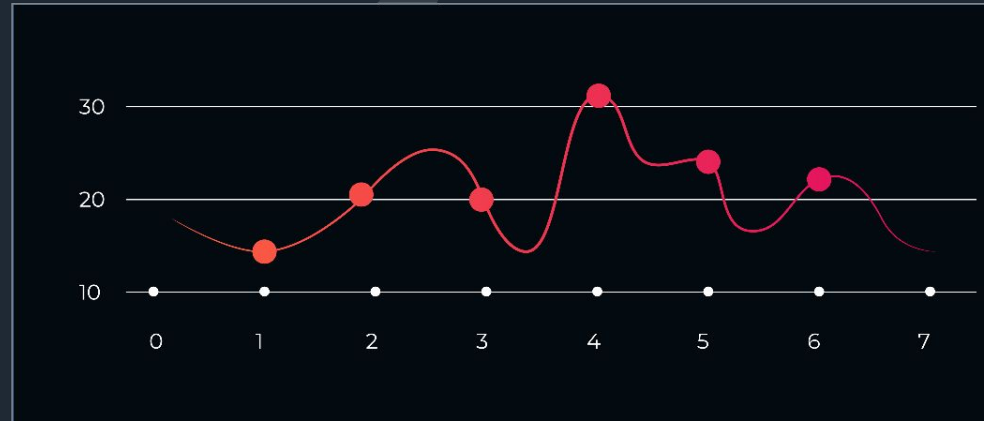
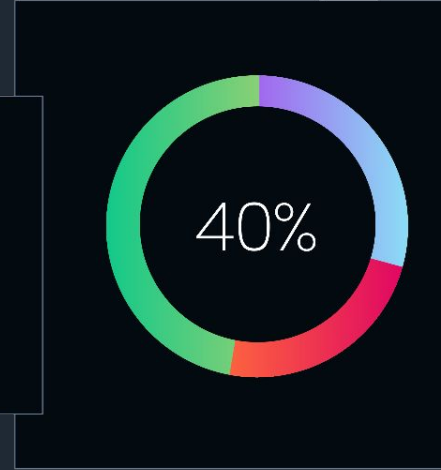
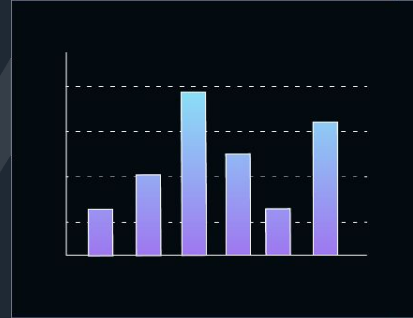
- Design
- Device and browser optimisation
- Accessibility best practices
- Testing and deployment
- Post release custom tracking



Our Approach

Open data pipelines and shared visualisations enabled fast, informed decision-making.

Dashboards were tailored with the key stakeholders in mind.



The Impact



Old to New

Transitioned from an immature to a mature data-first approach.



Efficient and Flexible

Our data model expanded to incorporate services like Fast Stream, demonstrating long-term adaptability.



Predictability

Ongoing scrutiny of data has brought efficiency and predictability to development. Trends inform and help to prioritise new functionality.

400+

Pages Rebuilt

60

bespoke insights for departments & professions

+71.6%

User Engagement

+38.2%

Traffic to department specific pages

>800,000

Referrals to CSJ

The Future



Innovation Process

Hypothesis Driven Development – Efficiently a/b testing innovative solutions; ensuring success or failure is determined early before heavy resource commitments.



Continuous Evolution

This is just the beginning – our flexible system will allow further growth and refinement for the Civil Service Careers site and brand.



Optimisation

Gives us the foundation to experiment, test, and optimise existing and new approaches.



User-Led Innovation

Data allows users to tell us what works, guiding future solutions efficiently. This sits alongside a semi-regular programme of user testing.

**“Data-driven innovation
is the future of recruitment, and
we’re setting the
groundwork for success”**



Thank you

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simply brilliant thinkers making software brilliantly simple

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It's why blue chip organisations around the world, from airlines to car manufacturers, international banks to global charities, choose to trust us with the execution of their digital strategies, from the development of enterprise-level custom software platforms to the delivery of award-winning multi-channel experiences.

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