

CASE STUDY

BETTER PLACE HELPS UK-BASED LOGISTICS FIRM ESTABLISH ITS BASE IN INDIA

About the Client

Fast Despatch Logistics is one of the largest final mile delivery firms in the UK. Fast Despatch started out in 2015 with just one depot and by the end of the year, they had over 100 delivery associates. By 2019, the company was operating 37 depots in the UK, along with 4 depots in France and 2 in Germany.

The company today operates across more than 80 locations worldwide, delivering packages for multiple leading courier services.

The Business Context

In 2021, Fast Despatch turned its attention to India, to launch their services across the nation by May 14th. Fast Despatch wanted to launch & scale their operations quickly, despite the ongoing COVID-19 pandemic. The blue-collar hiring challenges also included high levels of attrition, high demand for the job role and low levels of engagement. To achieve a large-scale launch, they needed to quickly and efficiently recruit 15,000 delivery partners, who could join them by the end of 2021 at their Delhi, Hyderabad and Bangalore locations.

The “Better” Solution

Our strengths lie in engaging with a large number of interested candidates and to share relevant information by leveraging technology through the ASEEM platform & custom built BOTs to ensure that the information is disseminated as quickly and as accurately as possible.

BetterPlace engaged with the client to create a customised bot flow for Fast Despatch and to gather the information from the clients quickly to understand the parameters of their requirements, such as the job role, shifts and location, the salary being offered, etc. The Bots were customized to communicate these details accurately.

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We have used Better Place on several occasions to assist with finding the very best possible candidates and have always been very pleased with the service offered. They are nimble enough to be able to take a genuine, invested approach to understand the business needs, while also punching well above their weight in industry expertise. Most importantly, Better Place has always delivered on their promise to identify and only put forward great candidates which meet the very specific brief, and I have no hesitation in recommending them!

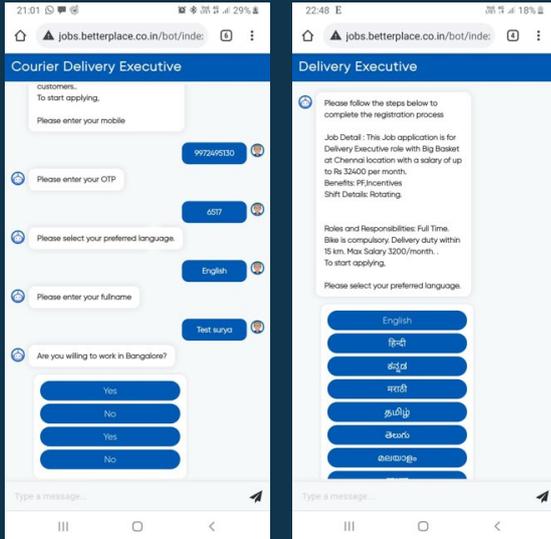
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-Akhilesh Mishra

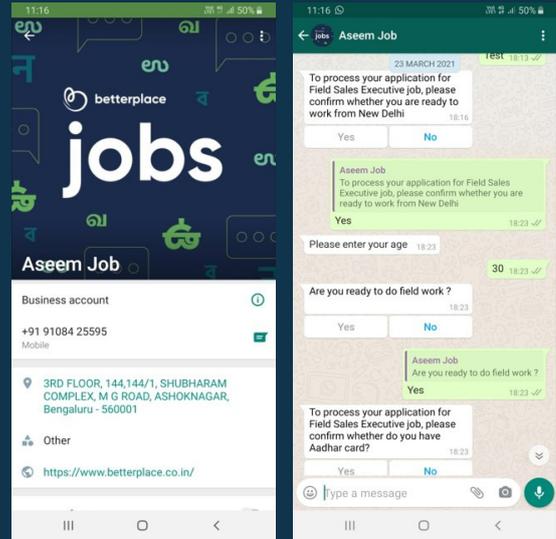
Head - Sales & Operations India

Fast Despatch
Logistics





Bot Campaign



Whatsapp Bot Campaign

We held a session with the point of contact at Fast Despatch in order to sensitize them on how to engage with the blue collar candidates focusing on aspects like clear communication, trust building, etc. Given our expertise, we also provided insights on market ranges for pay, benefits, local norms, speed of engagement and other probable reasons that would influence whether a candidate chooses to join, conveyed by the dedicated campaign success manager.

Results & Success Factors

In a span of 10 days, profiles of 1,500+ prospective candidates were shared with the client's team. They were successfully able to identify 100+ interested candidates, whose qualifications matched the job on offer, salary levels, etc., across Delhi, Bangalore & Hyderabad. All of this was done during the restrictions of the COVID lockdown.

Given the challenges with blue collar hiring, we have continued to enhance our tech-based engagements and outreach to prospective candidates.

We can provide rich information to both the candidates and clients to improve the matching process in the logistics segment. The ability to pinpoint a candidate's location and provide them a sense of how far their work location is, and creating the opportunity for employers to share the value proposition in the form of Video JDs and help candidates create video introductions, etc., which they can share with the recruiters.

All of these are features that will further enhance the ability of candidates to engage more effectively with the recruiter and find relevant jobs, which is the overall mission that BetterPlace is on!