

Dentons Story

DENTONS

Building Talent Communities for **sustainable** relationships

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www.hollaroo.com

The Company

With over 20,000 people, in 200+ offices across 80+ countries, Dentons is the world's largest law firm. It is a force for innovation and change in the commercial legal market today, with a vision to be the law firm of the future.

Alongside this, Dentons is on a journey to build a best in class hiring function, raising their profile as an employer of choice. This has been a multi-year project, encompassing all aspects of the candidate journey, driven by the leadership of Nicholas (Nic) Cole, Regional Head of Resourcing for the UK and Middle East.

An important focus of this transformation is improving the candidate experience from first contact to becoming an employee. Hollaroo are proud to have been involved in this transformation from day one. We continue to be excited as it continues to expand, truly delivering on the vision of a lifetime relationship with talent.

“Dentons are on a journey to build a **best in class** hiring function, raising their profile as an employer of choice.”

The Challenge

Nic joined Dentons in 2018 with an initial remit to deliver significant cost savings while improving quality and speed of hiring. Nic knew that a key part of this was reducing dependence on third party providers and increasing the level of direct hiring.

Direct hiring can be a challenge in the legal sector, where hiring tends to be driven by introductions and relationships, and handed over to agents who can justify significant fees by rapidly delivering high quality candidates.

One way to deliver similar results is by tapping into the existing networks of current employees, via referrals. Referrals, however, often operate at a low level (<1%) in law firms usually because of cultural and reputational barriers.

“ Nic knew that a key part of this was **reducing dependence** on third party providers and increasing the level of **direct hiring**. ”

The Beginning - Employee Referrals

The Solution

Nic was looking for a technological solution that avoided these barriers. He chose Hollaroo because of their track record of delivering referral solutions in the legal sector and impressive results with firms like Eversheds, Shoosmiths and Freshfields. The risk of deployment was also low, a single referral hire needed to cover the costs of the new system.

The key to the Hollaroo approach is to decouple referrals from active hiring and deliver a welcoming experience to the candidates separate from the application process. In this way participants did not feel their valuable relationships were being put at risk by delivering contacts directly into a typically unwelcoming and opaque hiring process.

“ The **key** to the Hollaroo approach is to decouple referrals from active hiring and deliver a **welcoming experience** to the candidates separate from the application process. ”

The Results

In common with all Hollaroo deployments there was an immediate impact on hiring. The first referral was received within 15 minutes of launch, and the first hire within a month. With automated engagement to employees (and talent) the results have continued over time and savings are already estimated to be greater than £750,000 with 10% of hires via referrals.

The goal is now to increase that to 15%.



The screenshot shows the Hollaroo interface for Dentons. At the top, there's a navigation bar with icons for Home, People, Jobs, News, Add Talent, and a System Administrator profile. Below this is a search bar and a 'Tell me more' link. The main content area features a large image of four smiling employees with the text 'Discover Dentons'. Below the image is a form titled 'Know someone you think would be a good fit? Invite them now!'. The form has three input fields: 'First name', 'Last name', and 'Email address'. There are also labels for 'First name', 'Last name', and 'Email address' above the input fields. A 'Send Invite' button is located to the right of the input fields. At the bottom, there is a checkbox and a note: 'By checking the box you confirm that you have the permission of the person you are inviting to send them an invitation.'

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Home People Jobs News Add Talent System Administrator

Tell me more Search All Search Messages Actions

Discover Dentons

Know someone you think would be a good fit? Invite them now!

First name Last name Email address

First name Last name Email address

Send Invite

By checking the box you confirm that you have the permission of the person you are inviting to send them an invitation.

The Challenge

The other significant hiring process for Dentons is early careers, covering graduate and apprentice paths into the firm. As with all law firms (and early careers recruitment in general), Dentons have a long period, typically two years, between a trainee candidate completing the offer process and joining the firm. In a competitive market for top talent, building a relationship with future trainees over this time was seen as a top priority.

Apart from wanting to prepare, support, and retain their candidates, Dentons also wanted to introduce efficiencies by automating some of the repetitive and time-consuming administrative and support tasks.

“ Building a relationship for future trainees over this time was seen as a top priority. ”

The Solution

The Hollaroo platform is built around using social networking concepts to develop long-term relationships between organisations and candidates. As such it was ideally suited to the project at the same time as simplifying IT and Data Protection requirements by running on the existing system.

Future trainees are invited into their own community on the platform that provides all the information they need, when they need it. It gives them the chance to learn about processes such as seat allocations, joining law school, applying for visas as well as learning more about the firm, its practice groups & its values.

Alongside this is the social element of getting to know their fellow trainees and participating in groups and events.

“ Future trainees are invited into their own community on the platform.”

The Results

The introduction of the platform delivered immediate benefits, both to the early careers team and to the future trainees. The team was able to free up administration and support time to focus on higher value activities. The future trainees are active and enthusiastic participants, giving the platform top marks for candidate experience and user interface.



The Challenge

In 2019 the Hollaroo platform was expanded to replace an in-house system used to onboard new employees. Initially this was simply a data-gathering exercise, collecting information from new joiners to simplify administration. At the same time the opportunity was taken to deliver content, such as introductory videos, as part of the onboarding experience.

In 2021, Nic decided that the whole onboarding experience needed to be fundamentally improved and made more human and personal. In a competitive market for talent, Dentons needed to get line managers and buddies involved earlier, to build relationships with candidates and make them excited about joining.

“ The whole onboarding experience needed to be fundamentally improved and made more human and personal. ”

The Solution

After evaluating other systems in the market, Nic decided to work with Hollaroo to add capability to the platform that enables the personalisation of the onboarder experience, brings in the whole onboarding team including line managers and buddies, and makes the whole experience interactive and dynamic.

The Hollaroo platform is deeply integrated with Dentons' SAP Successfactors Recruiting and HR systems so all processing is automated and the user experience is completely seamless.

“ The user
experience is
completely
seamless ”

Welcoming Employees - Onboarding

The Results

The use of Hollaroo for onboarding has been a tremendous success. The whole team involved with onboarding, HR, Recruitment, Management and Administration, is aligned and informed to deliver a consistent experience. Employee experience is very positive and there has been a drop in post-offer attrition which delivers significant financial benefits alongside efficiencies from automation.



CHALLENGERS.

WELCOME.

James, We're looking forward to welcoming you to Dentons on **17 October 2022**

If this date isn't right please let us know.

Your manager will be John Smith and your Buddy will be Amanda Moss.

[CONTACT US](#)

27
days to go...

YOUR KEY CONTACTS



Liz Gates - HM
Dentons
[SEND MESSAGE](#)



Liz Gates - NJA
Dentons
[SEND MESSAGE](#)

THINGS WE NEED FROM YOU

Please complete and submit each of the forms below within 3 days of joining the portal. Each time you log in, the tiles below will be updated to reflect your progress.



CHALLENGERS WANTED

Introduction from our CEO, Paul Jarvis

Working at Dentons

Vision & Strategy

Culture & Communities

The Challenge

In common with many law firms, Dentons offer work experience opportunities to enable young people to get a taste for a career in law and what it is like to work in a fast-paced corporate environment.

During the pandemic the programme could not be run and Nic and the team took the opportunity to consider whether a different approach might be more productive. In particular, there was a desire to increase the reach of the programme at the same time as adapting it to reflect new working practices.

“ There was a desire to increase the reach of the programme ”

The Solution

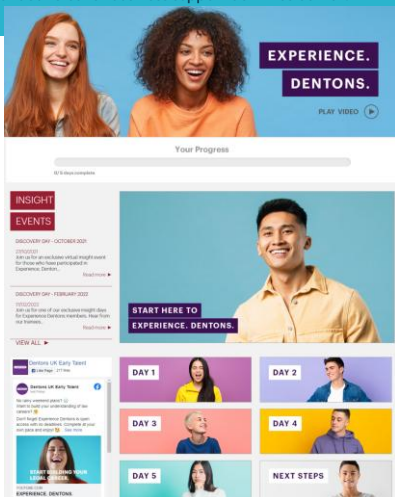
Hollaroo and Dentons worked together to build a virtual work experience community on the existing platform. This enables participants to experience the typical challenges that a lawyer faces, complete a week's worth of sample activities and learn more about future career paths.

Running within the same platform, the virtual work experience community is integrated with existing future trainee and talent communities to offer a path for successful participants into the firm.

“The virtual work experience community is integrated with talent communities.”

The Results

The launch of the virtual experience programme was an immediate success. Within a few months there were more than 1000 participants (typically the conventional work experience programme had fewer than 50 participants each year). Most impressively, there was a huge increase in the diversity of participants with excellent feedback from candidates who would never have previously considered a career in law. Following this success, the work experience programme is being expanded to cover business support activities as well.



The screenshot displays the 'Experience. Dentons.' website interface. At the top, two smiling women are featured against a blue background, with the text 'EXPERIENCE. DENTONS.' and a 'PLAY VIDEO' button. Below this is a 'Your Progress' section with a progress bar indicating '10/10 days complete'. The main content area is divided into two columns. The left column lists 'INSIGHT EVENTS' with details for 'DISCOVERY DAY - OCTOBER 2021' and 'DISCOVERY DAY - FEBRUARY 2022'. The right column features a large image of a smiling man with the text 'START HERE TO EXPERIENCE. DENTONS.'. Below the main content, there is a 'VIEW ALL' link and a grid of 'DAY 1' through 'DAY 5' and 'NEXT STEPS' sections, each featuring a different participant's photo. A sidebar on the left contains social media links for 'Dentons UK Early Talent' and 'Dentons UK Early Talent' on Facebook and LinkedIn, along with a 'START BUILDING YOUR LEGAL CAREER' button.

Never one to rest on his laurels, Nic is already thinking about ways to bring more people into the experience and retain connections throughout the journey.

Alumni.

Internal Mobility.

**Geographical
Expansion.**

Alumni

The next step will be to offer membership of the platform to people leaving Dentons. This will not only personalise and streamline the offboarding process, but also enable alumni to retain their connections and be kept aware of developments at the firm.

Nic sees this as a great way to retain access to talent and knowledge, as well as creating long-term ambassadors for the firm in the wider world. Law firms have historically viewed their alumni as a marketing resource so the Marketing team at Dentons are also involved, looking at the benefits of a more personalised and interactive approach to alumni Engagement. From a hiring perspective, this is the final piece of the jigsaw in delivering a lifetime relationship with talent.



Internal Mobility

Beyond that there is a desire to deliver aspects of the candidate experience to existing Dentons employees, giving them better insight into career paths within the firm and the opportunity to build the knowledge and relationships that will help achieve these.

International

There are also plans underway to deploy Hollaroo across geographical regions within Dentons. Initially this will cover the Middle East and Australia, but that is just the start!

At the same time, the existing solutions are continuously being updated to take advantage of developments of the Hollaroo platform. These currently include user experience enhancements as well as the use of machine-learning and interaction data to deliver even more personalisation, insights and behavioural predictions.

“ There are also plans underway to deploy Hollaroo across geographical regions within Dentons. ”



There's so much more to Hollaroo

Hollaroo provides Talent Community Platforms to forward-thinking businesses. We're helping to reduce bad hires, speed up onboarding and cut attrition rates.

We're a layer which wraps around your people across every stage of your business. From initial interest and engagement through to recruitment, onboarding and nurturing your internal and alumni communications. We're proud to transform relationships across your entire talent journey.

Contact Us



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