

Dentons User Case

Reinventing the
approach to hiring and
building long-term
relationships with
emerging talent

大成 DENTONS

Building Talent Communities for sustainable relationships

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The Company

With over 20,000 people, in 200+ offices across 80+ countries, Dentons is uniquely positioned to leverage their global platform and deliver sophisticated and innovative legal services to their clients.

Dentons is a truly 'polycentric' international law firm that fully embraces the diversity of its geography, cultures and legal traditions.

The Challenge

Dentons are on a journey to build a 'best in class' hiring function, raising their profile as an employer of choice vs their competitors as the target for candidates. An important focus of this transformation is improving the candidate experience from first contact to becoming an employee.

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 them 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.

Dentons have circa 40 trainees in each cohort across their offices based in Glasgow, Edinburgh, London and Milton Keynes. During the two year period, from offer to joining, the future trainees are likely to be studying for their LPC for one year and working/travelling/ doing a conversion course for the other.

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A Natural Choice for Building Relationships

Dentons already use Hollaroo as the platform for their employee referral programme as well as for onboarding new employees. One of the strengths of the platform is its flexibility, and the ease of adding new solutions, so it was the natural choice for building relationships with future trainees.

From Dentons' perspective the goals of the project were:

- Create a single community for the future trainees to engage with each other, avoiding the need for them to create their own groups on different platforms
- Make the future trainees feel part of the firm before they join
- Create a positive early experience setting the right tone for a positive training contract
- Reduce administration and time spent answering questions by providing everything the future trainees need in one place
- Improve the time to productivity when future trainees start at the firm
- Help to retain trainees after they complete their training contract

The value to future trainees encompassed:

- A single destination providing all the information they need, when they need it
- The chance to learn about processes such as seat allocations, joining law school, applying for visas
- Learning more about the firm, its practice groups & its values
- Finding out about events and signing up to upcoming events

- Communicating with each other
- Having the space to ask questions to both Dentons representatives and each other, and to access an archive of previously answered questions
- Accessing new starter information and forms

The people networking features of Hollaroo are especially relevant to this audience. Future trainees are in groups for each cohort (starting year) and each office location to enable them to get to know the people they will be joining with and working alongside.

In addition, there is a plan to engage future trainees to help with Dentons early careers recruitment by acting as ambassadors and talent spotters and letting them know how to get involved with Dentons CSR initiatives. Making the most of that two-year period in every way!



The Project

The project was led by Rosie Buckley, Graduate Recruitment Manager, at Dentons and Liz Gates from Hollaroo. Liz had already delivered the other Dentons projects so existing relationships with IT and other interested parties smoothed the path to delivery. Together the team managed to deliver the future trainees community, called **Challengers Welcome**, in only seven weeks.

The launch of Challengers Welcome has been hugely successful. From the initial launch there was a 97% acceptance rate and, on average, candidates are logging in around once per week. Activity is tracked by the Hollaroo system, which enables the candidate experience to be continuously improved over time.

This shows an early focus on practical information such as how seats are allocated at the firm – which fits with Dentons 'hierarchy of needs' approach to the candidate experience; get the basic needs satisfied first and then you can layer higher value engagement on top.

As well as the automated tracking, Rosie was very keen to get feedback from the future trainees themselves, so there is a link to their feedback survey on all notifications from the system and all of the content pages. The results have been overwhelmingly positive.

100% of survey respondents (20) rated the Challengers Welcome portal as 5/5 for:

- Overall
- Navigation and layout
- Look and feel

Delivering Consistent Candidate Experiences

A strategic goal for Dentons is to deliver a consistent candidate experience along the entire candidate journey, and Hollaroo systems really come alive when multiple solutions are linked together. The work has already begun to link the future trainees into the Onboarding solution so the transition into employment is seamless.

On the other side there is a desire to deploy some of the engagement and relationship-building concepts from the future trainees to the wider candidate communities – sharing success throughout the firm.

“The system has been described as user friendly, informative, social, slick, colourful and engaging”

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.



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