

# Unlocking the Future of Civil Service Recruitment: Data driven innovation in action

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# 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.



## 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.



## 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.



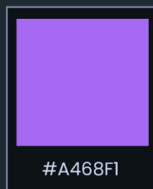
## Inadequate Data Tracking

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.

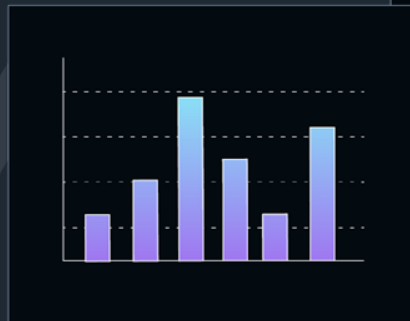


**“Use data to drive  
innovation, informed  
decision making and  
deliver real impact”**

# 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

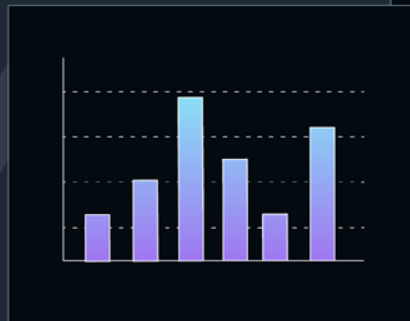




# Our Approach

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

Dashboards were tailored with the key stakeholders in mind.



# The Impact

**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



## 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.

# 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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at Stand D36a

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