



wiser

INDUSTRY:
RECRUITMENT AGENCY

HOW WISER **UNLOCKED** **POTENTIAL** IN 60 EARLY CAREER CHANGERS

ABOUT THE COMPANY:

Wiser is an award-winning creative and recruitment company that specializes in people consultancy and employer branding — helping some of the world's best brands like Deutsche Bank, PA Consulting, NHS Digital, Just Eat, ASOS, and L'Oréal attract and hire the top talent. They're dedicated to changing the way people think about work, by ignoring the ordinary across all aspects of their recruitment marketing.

THE CHALLENGE

In the face of a talent shortage, many companies turn to external recruitment experts to help them attract the best and most diverse tech talent. So, NHS Digital teamed up with Wiser to help them attract and recruit graduates and interns across their technology divisions.

During the three-year-long campaign, Wiser was faced with two problems to solve; challenging the perception of what it means to work for the NHS (and demystifying the notion that you need to be a clinician) and developing a recruitment process that is open to applicants from all degree backgrounds – all while maintaining a high technical bar to entry.

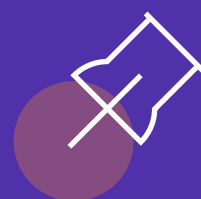
OBJECTIVES:



Hire 30 graduates and 10 interns for technical positions at NHS Digital.



Screen 1,500 applications as a team of only two technical recruiters.



Uncover technical potential in candidates from a non-technical background.

“We believe a good candidate doesn’t need a computer science degree to become a great developer.

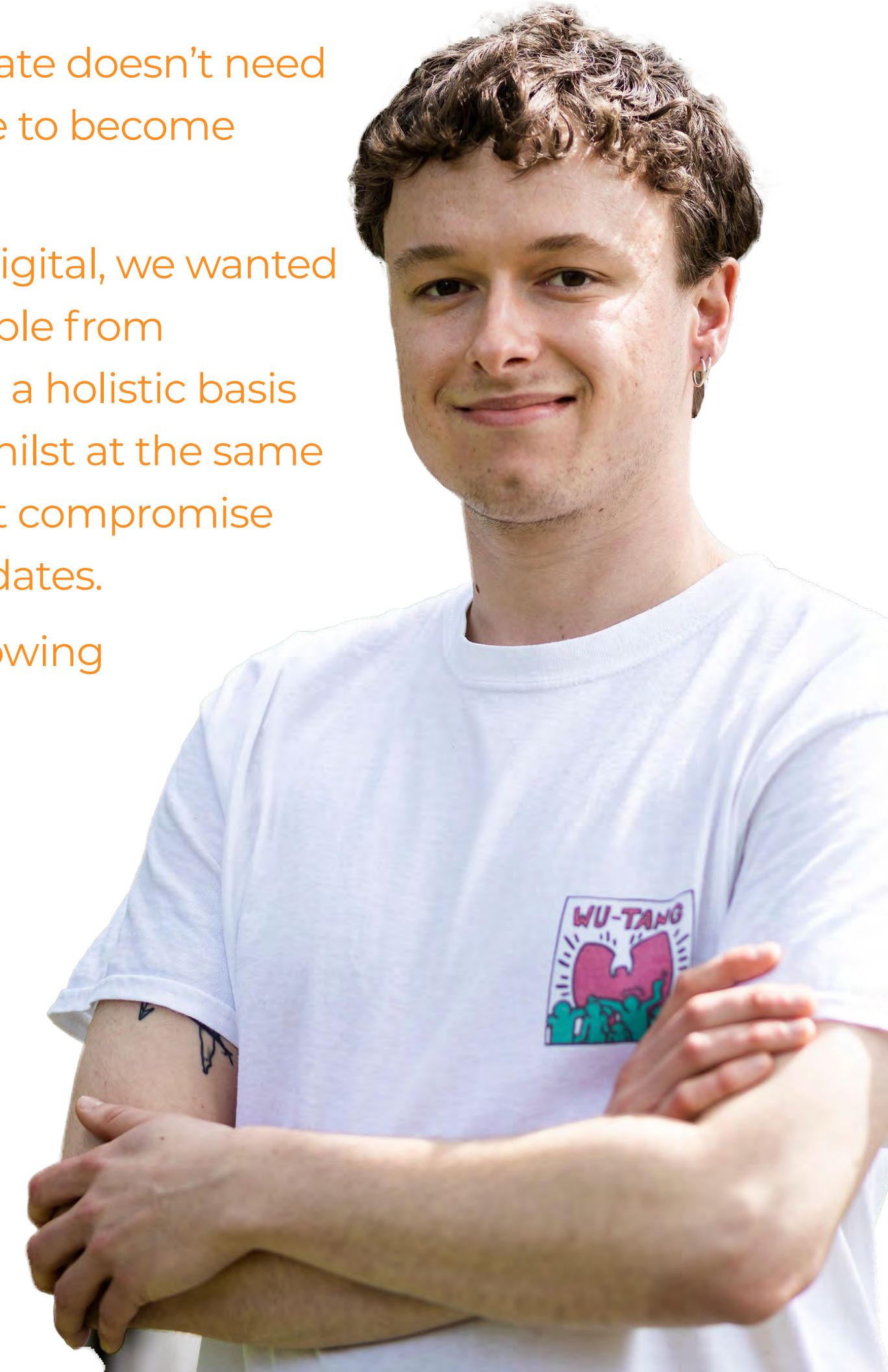
When recruiting for NHS Digital, we wanted to make sure we hired people from all subject backgrounds on a holistic basis and looked for potential, whilst at the same time, making sure we don’t compromise on the quality of our candidates.

Codility was effective in allowing us to do this.”

HARVEY KINGDOM

Early Talent Consultant

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THE IMPLEMENTATION

In order to find the best candidates from more than 1,500 applicants, the team at Wiser built an inclusive recruitment process that provided every candidate an exceptional experience of NHS Digital and enabled the team to hit hiring and diversity targets.

Hiring Process for Early Talent at NHS Digital

1 Application form > 2 Phone interview with a tech recruiter > 3 CodeCheck test > 4 Assessment centre

First, all candidates had to complete a short questionnaire about their motivations, followed by a phone interview with the technical recruiter. Then, everyone was invited to take the CodeCheck test designed to gauge a candidate's qualifications. The assessment centre served as a good opportunity to test their soft skills.

The team at Wiser chose **Codility's Developer Thinking Tasks**, designed for people who have had little to no contact with programming before.

This allowed the recruiting team to test a candidate's ability to follow instructions, understand patterns, and then use these skills to write a basic code. The results gave valuable insights into an individual's future fit for a more technical role.

“We chose a developer thinking task to test the skills associated with programming — logical thinking, problem-solving, and pattern recognition. We also added two simple coding-based assessments.

We're hiring for potential, so it's important to balance testing for current technical knowledge with future potential.”

ROURY HINDS

Early Talent Consultant

wiser



THE RESULTS

The campaign was a huge success with Wiser managing to **exceed hiring targets by 62.5%**.

“There was an enormous level of interest in the program, and our tests were completed by **90%** of the candidates who were invited to do so.

Over 75% of them exceeded the test benchmark, so we ended up over-hiring, taking on 45 graduates and 15 interns. Average test score among the graduates we hired was 95%, and 98% among the interns.”

HARVEY KINGDOM

Early Talent Consultant at Wiser

Codility helped identify the top-performing candidates, giving more confidence in the quality of talent and improving the process's efficiency.

“Thanks to Codility, we were able to improve the efficiency of our pipeline. We saw 16% fewer candidates at assessment centre, yet managed to **make 47% more offers** than the previous campaign.”

ROURY HINDS

Early Talent Consultant at Wiser



Hit **90% test completion** rate among the candidates.



Over-hired across the board, bringing in **45 graduates and 15 interns**.



Made **47% more offers** with 16% fewer candidates.

THE WISER WAY

Overall, the team made **55% more hires for NHS Digital than the previous year**, saving recruiting time and bringing more talented individuals on board.

By focusing on potential rather than creating barriers to entry, Wisser helped hire people from diverse backgrounds and underrepresented groups, exceeding local benchmarks in the UK.