

## Teach First case study

### Keep Warm - Reducing pre-start attrition by 90%

“

I couldn't have started the program without Benivo!

”

Chloe, Teach First participant

“

Benivo made me excited to start the Leadership Development Programme.

”

Hannah, Teach First participant

“

Having access to the Benivo platform is already making me feel much more optimistic and excited!

”

Amy, Teach First participant

# TeachFirst



Benivo for Teach First delivers an excellent experience to employees and help make locations stand out.

Currently, the UK faces an unprecedented demand for teachers. For every teacher that joins the profession, another leaves. This challenge is set to grow, with an additional 400,000 secondary schools pupils entering schools by 2027.

Teach First play a pivotal role in tackling this challenge and have already placed over 10,000 teachers in low-income areas, supporting more than one million children. Teachers are brought in from other sectors and straight out of universities, and Teach First is one of the largest graduate recruiters in Europe.

One of the biggest challenges Teach First faces is that the university recruitment landscape is extremely competitive. Top graduates can get several offers and, as a result, some candidates decide not to join Teach First.

Benivo's digital tool has helped Teach First keep recruits warm during the period between offer acceptance and the beginning of the programme, thus reducing pre-start attrition by 90%.

## Helping Teach First build the excitement of joining the programme

### Challenge

After accepting Teach First's offer in their last year of university, graduates are often exposed to job offers from other companies.

### Solution

Benivo's content focuses on Teach First's Programme competitive advantages to help graduates reconfirm the decision of joining Teach First.

“

Given how dependent we are on graduates turning up on day one, it is a huge benefit that graduates are not choosing to drop out after hire.

”

*Russell Hobby, CEO, Teach First*

## Keeping candidates warm

### Challenge

Teach First finds it challenging to maintain the excitement built during the recruitment process from offer acceptance to day one.

### Solution

Benivo's technology-based solution uses interactive, personalised content and scheduled outreaches to help keep graduates warm after recruitment.

“

It is very beneficial to be able to use Benivo alongside our own channels to communicate key messaging in an engaging way.

”

*Russell Hobby, CEO, Teach First*

## Providing a consistent pre-boarding experience

### Challenge

Teach First operates a high volume programme and finds it hard to deliver a consistent pre-boarding experience in the months prior to day one.

### Solution

Benivo's technology is built for scale and is 100% customisable, allowing Teach First to provide a personalised pre-boarding experience.

“

As we scale our recruiting, it is very important to trust that we can maintain the level of help our graduates need.

”

*Patrick Dempsey, Head of Recruitment Strategy, Teach First*

We help you make all employees welcome

Want to learn more? Get in touch at [sales@benivo.com](mailto:sales@benivo.com)