



## West Midlands Police

How West Midlands Police uses Tazio to streamline Police Constable recruitment.

### The Challenge

In 2018, WMP was launching a new campaign for PC recruitment. This is a key role and application volumes are traditionally high, as such the recruitment team had identified a need for change in the interview process.

Traditionally WMP had used a phone-based assessment to review candidate aptitude. As well as being time-consuming, this method had also seen a high candidate drop off at this stage.

In addition, the necessity to focus resources on public-facing initiatives meant a new interview strategy had to be developed that would maintain candidate quality but guarantee effective use of budgets.

### The Solution

Working with Tazio and Peoplescout, WMP developed a Values-based assessment, which included video interview questions, that could be completed online at the convenience of the candidate.

This new style assessment would save time for recruiters and improve the candidate experience offering flexibility and consistency.

After a successful pilot, the new PC interview was launched and has since been operating on a quarterly campaign basis.



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### About West Midlands Police

West Midlands Police (WMP) is the second biggest force in the UK with a wide geographical spread of just under 350 miles sq, covering a diverse and vibrant region across the Midlands.

Regularly attracting the top employer awards the WMP workforce numbers over 10,000 individuals and is growing.

Employees  
10,000

Candidates  
1,500

Users  
84

## The benefits

“Here at West Midlands Police, we have been using the Tazio video interview and assessment platform for the past twelve months. The system has made a significant difference in the way that we recruit Police Constables and select candidates for Direct Entry Inspector programmes.

We have assessed and tested over 1,500 candidates so far using the system and have found that it offers unique flexibility and ease in the shortlisting process and allows employers to engage candidates in a much more meaningful way.

The system negates the need for traditional paper sifting and can be accessed from almost any remote device, it offers assessors the opportunity to work remotely and at times to suit them when required.”

## The future

As the simplicity and success of Tazio’s online interview software have become apparent WMP have expanded its use to all uniformed recruitment.

The online assessments combine both values-based questioning with video interview providing an excellent next step for long-listed candidates.

## Favourite features

- ✓ Online support chat with 5 minute response time
- ✓ Dedicated account handler
- ✓ Branded interviews
- ✓ Multimedia library

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“The support offered by the Tazio team can only be described as exceptional, the team are always on hand to help and nothing is ever too much trouble for them.

I would have no hesitation in recommending Tazio to any high-volume recruiter.”



**Graham Bradley**  
Resourcing Manager at  
WMP

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## Talk to Tazio

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