



## Your carriages await

**Trainee Conductors** Shift based • Gillingham & Tonbridge  
£14,811 rising to £17,845 on completion of training up to £22,000 after a year's service

When it comes to customer service, you're definitely an expert. Whether you're greeting a passenger or issuing a ticket, you'll adopt the same polite, personable, professional approach. You'll also need to be comfortable with responsibility, as you'll be looking after the safety and security of thousands of people every day. Of course, incidents and problems are rare. The majority of your time will be spent doing what you do best - dealing with other people. We'll provide you with extensive training to complement your natural ability to engage with others and give you the confidence to deal with any possible circumstance. It's also essential that you enjoy working with passengers on your own.

**Benefits:**

- final Salary Pension Scheme
- free travel on Southeastern, Southern and London Midland train services
- reduced rate rail travel on other train operators, including European travel, and reduced rate leisure rail travel for your spouse and any dependent children (after a qualifying period).

You'll need your own transport or a home address near your preferred depot in order to accommodate your shift pattern.

To obtain an application pack please send an email to [careers@southeasternrailway.co.uk](mailto:careers@southeasternrailway.co.uk) including your contact details and full postal address and quoting ref. Conductors. We will be recruiting Trainee Conductors throughout 2008. [www.southeasternrailway.co.uk](http://www.southeasternrailway.co.uk)

**southeastern.**

## CONDUCTOR CAMPAIGN. A CUSTOMER SERVICE APPROACH.

### BACKGROUND

Traditionally Southeastern Railway have had varying degrees of success with their Conductor recruitment. It is advertised on the website as being an 'all year round' recruitment campaign, although they do not advertise externally all year.

They tend to suffer from getting the right people but not necessarily in the right areas. For example, they can get multiple applications in the more 'working class' areas of Kent, such as Margate and Ramsgate, but they have problems in the more 'middle class' areas of central Kent such as Tonbridge.

To recruit the Conductors, Southeastern used to look at traditional 'House' style executions which didn't have a 'hook' or a real USP for people to identify with. Even the use of colour, or even open days have not been able to yield the quality of candidates required.

The question was how to get people interested in areas where the candidates tended to be commuters and users of the service and not the type of candidate who would consider actually working on the line.

### THE BRIEF

WDAD approached Southeastern regarding this conundrum and took the brief with a specific direction to address the 'Customer Service' angle that Southeastern were keen to highlight.

To execute a campaign that WDAD believed would be successful; the Agency pushed the 'service' angle but wanted to also highlight the actual role and the scenarios that the candidates would face if they were recruited into the position. This was deemed crucial in terms of getting the right people with the right mindset that would mirror the Client's own vision of the role and ultimately the organisation.

WDAD set about interviewing the current incumbents to get a real idea regarding what a typical day would encompass from the people that do the job on a day-to-day basis, those that could give a real insight to the role and help people make the right choice, by knowing what they would expect to see and do when confirmed in the role.

To give the candidates a visual taster as well, the interviewees were photographed for the booklets that would be sent out with the recruitment packs as a way of giving information both written and visually on the role of the Conductor.

The campaign was Kent specific and the creative was all about Customer Service. The image was of a high end silver service waiter with the Southeastern Name tag being presented on a velvet cushion. This was, according to the client an excellent representation of where they felt their 'sell' was.

### RESULTS

The client was able to recruit in the target areas, but also ended up with a resource and mechanism to inform the potential candidates on what they were likely to encounter daily and give a truer reflection of the role. This was also deemed a success as they could now use the format to raise the profile of other roles that they had not been successful with such as Rail Enforcement Officers.

The project was completed with a interview style information pack which was produced by Southeastern using interviews and imagery supplied by WDAD.

## Case Study: SER