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I had worked with Words&Pictures in my previous role, developing an employer brand strategy, which is still memorable several years later.

When I joined Specsavers, I immediately thought of the team for a number of employee engagement initiatives. Together we have transformed the way Specsavers is perceived in the market and we are now the number one employer of choice in optics.

Head of Graduate Recruitment and Development,
Specsavers



Words&Pictures Case Study

SPECSAVERS - THE IMPORTANCE OF PATHWAYS

Specsavers has an annual turnover of £1.5 billion and 26,000 employees worldwide. In the UK, the company employs 16,000 people, including 2,417 registered optometrists.

Specsavers needed to raise the calibre of its profile among university optometry graduates to produce a continuous flow of talent and give customers the best experience. Adopting a collaborative approach, Words&Pictures canvassed the opinions of Specsavers employees to develop a new approach to attract and nurture outstanding talent.

The Words&Pictures team then developed a high-end internal brand, INsight, to showcase a new five-part attraction, development and retention programme: INreality, INception, INtouch, INpractice and INFusion. To support the five-stage programme, Words&Pictures also developed an attractive, professional and practical suite of multi-channel communications including; workbooks, training DVDs, video interviews, as well as an animated prezzi for year-round recruitment events. The programme was selected as a best practice case study in the global *Strategic HR Review* Talent issue.

Specsavers is now the number one choice for optical graduates in the UK. In 2011, 98% of trainees received an offer of employment, which proves that the company's new recruitment process is working. Currently, a record number of employees are following the programme, which has become the biggest in the UK. Student feedback shows that 98 per cent would recommend it to other professionals.

In 2013, Words&Pictures are now engaged in developing an Audiology brand (Pitch Perfect) and Graduate Recruitment programme to be rolled-out over a three-year period across the UK.