

Chelsea & Westminster Hospital NHS Foundation Trust

Increasing members through face to face recruitment



Summary

Chelsea and Westminster NHS Foundation Trust had a plan to recruit 300 members in June 2011 from a cross section of the local community with a minimum age of 16 years old.

Background

Capita's membership services team knew some Trusts have historically seen high attrition rates following face-to-face recruitment campaigns and that these drop outs could be attributed to the training or quality of the staff used to recruit new members. Capita ensure the staff used to manage their face-to-face campaigns are the best in the market and that every member of the recruitment team receives the best possible briefing prior to the commencement of any campaign. Capita use a team of passionate staff who have over 20 years of face-to-face experience. Each face-to-face campaign is built around the needs of the client, putting quality at the forefront of any project.

What we did

Capita used a team of four staff with experience capturing data face-to-face, to speak to the public, with the aim of explaining the benefits of the Membership Trust and recruiting new members. The team worked in nominated Medical Centres and Surgeries, within the Hospital and in areas of high footfall in the catchment area, for example high streets and near to shopping centres and stations. A briefing was held in advance to ensure the staff had a full understanding of the Foundation Trust, in which the Trust had full participation.

Key results

The campaign exceeded the trusts target of 300 new members in six working days and all the forms were processed and added to the membership register within one working week. The attrition rate was only 4.28% from the next mailing, proving the Capita face-to-face campaign was a large success.

The trust has therefore increased its membership within budget and can feel safe with the knowledge that Capita employees, who are experienced in data security, have handled their new members' information from start to finish.

The benefits of working with Capita

The entire project was managed by Capita's membership services team and the field team was managed by a supervisor who ensured that the brief was met on a daily basis, made site visits to support the team and checked the completed forms before returning them by secure delivery.

The new members were then added to the trusts membership register, also managed by Capita, by trained data processors. Capita immediately issued a welcome letter to all new members, providing reassurance that their data had been handled correctly and provided additional information on the trust. A further benefit to the trust was that by using this method of recruitment, even the people who did not wish to sign up right away could take information and membership forms home with them and this further increased awareness of the trust within the community.



“We were really pleased with how successful Capita’s face-to-face campaign was and would definitely use this method of recruitment again. It was a very cost effective and professionally managed solution that provided more immediate results than other recruitment methods. It also had a very small attrition rate which I believe was down to the thoroughness of the recruiters who were well prepared and clearly cared about the success of the campaign.”

Sian Nelson, Membership and Engagement Manager, Chelsea & Westminster Hospital NHS Trust

Find out more

Visit www.capita.co.uk/healthandwellbeing
Or email: membershipservices@capita.co.uk

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