

# MAKING CAMPUS RECRUITING A MORE GLOBALLY CONNECTED, DATA-DRIVEN FUNCTION AT MORGAN STANLEY

## CHALLENGE

Morgan Stanley is a leading global financial services firm providing a wide range of investment banking, securities, wealth management and investment management services. With offices in more than 42 countries, the firm’s employees serve clients worldwide including corporations, governments, institutions and individuals. The firm needed an applicant tracking system that could help it fill crucial graduate roles quickly with the best quality talent in offices around the world.

## WHAT LED TO THE NEED FOR A NEW SYSTEM?

Morgan Stanley wanted a system that would help ensure that it retained its strong brand at target schools with a highly engaging candidate experience. It needed to support a new interview process being trialled and easily identify high achievers. The system needed to be able to help accelerate hiring and find talent who exhibit integrity, intellectual curiosity, and the desire to work in a friendly, inspiring environment.

## WHAT DID OLEEO DELIVER?

Oleeo deployed its Oleeo Campus solution, which offers a complete end-to-end system covering the entire college, MBA and PhD recruitment process.

Oleeo’s decades of experience in campus & early careers hiring means our solution helps recruiters with finding, nurturing and hiring the best new talent across the entire journey of an applicant from attraction and engagement to on-boarding. It helps accelerate hiring and alleviate the overwhelming administrative burden inherent in campus recruitment’s candidate volume.

*“Oleeo really helps us focus on getting meaningful results in campus recruitment. Year-on-year we are seeing real differences with a significantly improved candidate experience at the application stage.”*

**Stephanie Ahrens**  
Executive Director, Morgan Stanley

**42** The number of countries covered by the Oleeo system for Morgan Stanley

**\$1.1M**

Cost savings noted by Morgan Stanley from using Oleeo

Morgan Stanley

## RESULTS

Key results identified by Morgan Stanley

### Improved decline rates in EMEA

Oleeo helped lower their declined offer rate by 10%

### First investment bank to launch strengths-based interviewing

Piloted across most divisions at various stages of the process

### Increased year round campus presence

More events outside the busy autumn season with some regions also pushing up their recruiting timeline

### Continued focus on pre-university strategy

School outreach events and programs that pipeline into spring and summer analyst initiatives

### Enhanced campus operations risk measures and controls

Anti Corruption Group standards, regulatory, conduct risk assessments and controls, workflows and process maps enhanced and documented

### Cost savings in campus recruiting

Streamlining processes, teams and programs of \$1.1m.



# MORE POWERFUL TOGETHER

Morgan Stanley

## OLEEO CASE STUDY

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