

# Vodafone - bringing locations to life

Benivo helps Vodafone to achieve a

**92%**

positive experience for new starters

“  
Benivo really minimises the hassle when relocating  
”

Sophie, Vodafone Employee

“  
I felt more committed to the company  
”

Maria, Vodafone Employee

“  
It makes the first few months a lot easier. Thanks to Benivo I did not feel lost!  
”

Nicola, Vodafone Employee



Benivo for Vodafone helps early career employees who need to relocate to do so without a significant cost increase

Vodafone believes that it's at its very best when the talent it employs is too and, with competition for top talent growing day-by-day, one of its top priorities is to offer an outstanding employee experience for new starters joining the company.

With this in mind, Vodafone wants to ensure that its brand and live-work locations stand out above the rest.

By sharing insights from existing employees - including those who chose Newbury (the location of Vodafone's headquarters), Berkshire, Reading and Bracknell Forest - and by providing an outstanding employee experience, Vodafone benefited from higher employer brand appreciation and better engagement from their top talent.

## Making a location stand out

### Challenge

As competition for top talent grows, Vodafone wants its locations to play a part in its talent attraction strategy.

### Solution

Benivo brings locations to life by sharing data and experiences from previous employees on a beautifully designed platform.

“

Benivo reduces stress of our employees about the move to a new place

”

*Melanie Hill, Future Talent and Graduate Attraction, Vodafone Group Limited*

## Keeping candidates warm during a long recruitment cycle

### Challenge

In some programmes, the recruitment cycle can mean that hires are made with a 7 month lead time. Keeping warm is essential.

### Solution

Benivo for Vodafone provides opportunities to engage with the office and feel part of Vodafone culture before the first day.

“

There is a big value for us in keeping employees engaged for a long period of time

”

*Melanie Hill, Future Talent and Graduate Attraction, Vodafone Group Limited*

## Facilitating introductions between new hires

### Challenge

Employees who need to move often come from a variety of locations and need to group up and source accommodation together.

### Solution

Introductions are made via the Benivo service to help employees form groups, review options, view options and secure new homes.

“

Our employees say it best - Benivo made the accommodation process easier.

”

*Melanie Hill, Future Talent and Graduate Attraction, Vodafone Group Limited*



We help you make all employees welcome

Want to learn more? Get in touch at [sales@benivo.com](mailto:sales@benivo.com)