



Pre-Boarding Journey

Network Rail Case Study

The Background

Network Rail, a leading UK rail infrastructure company, faced a challenge with new hires disengaging between offer acceptance and their start date, leading to a higher rate of renegees. They needed a way to keep candidates engaged and confident during this critical period, ensuring that new starters arrived feeling prepared and ready for the world of work.

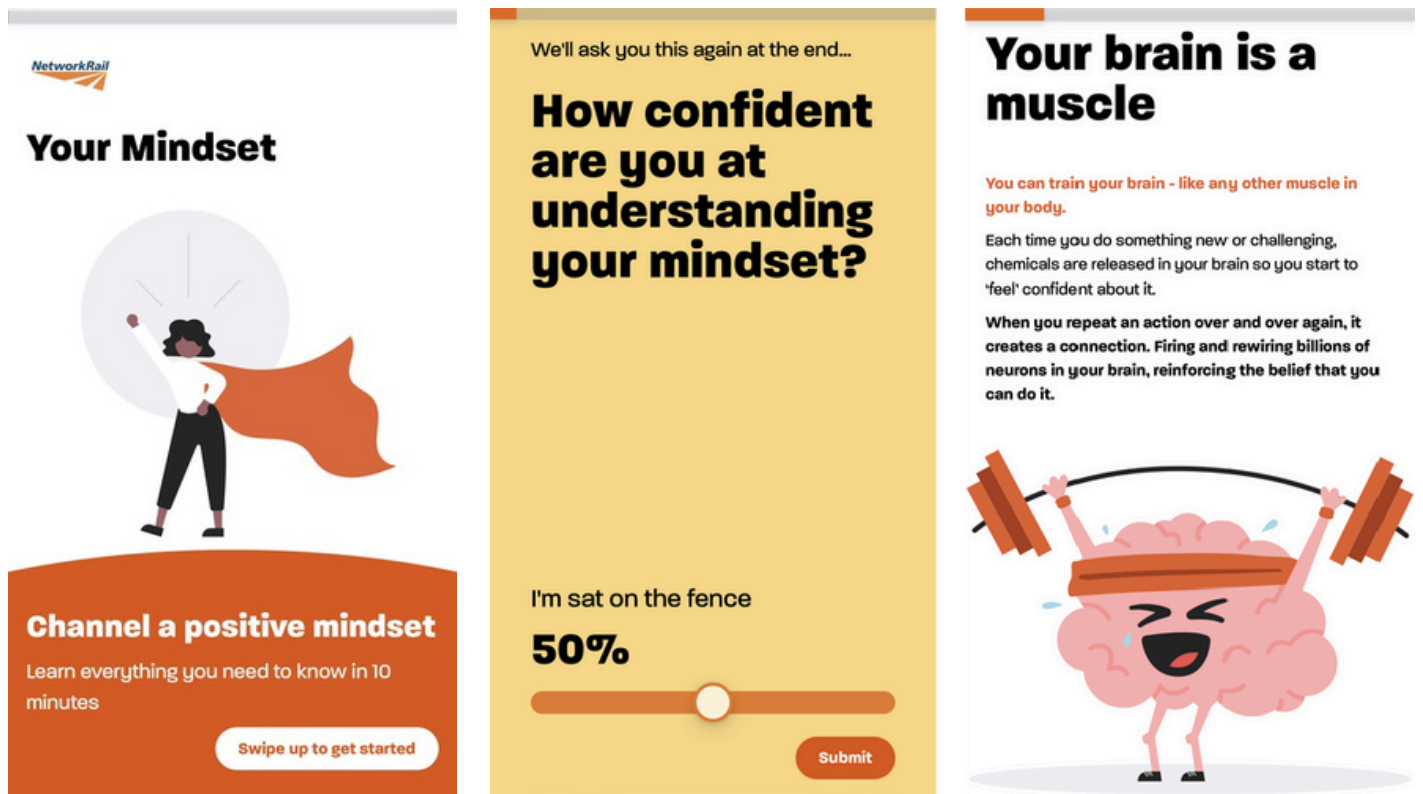
Our Objective

Network Rail wanted to reduce renegees and improve work readiness among new hires. After identifying a gap in candidate engagement post-offer, we worked closely with their team to develop a solution that would maintain momentum, build confidence, and ensure a smooth transition into the business.

Our Solution

We designed and delivered a bespoke pre-boarding journey for Network Rail, centred around an interactive, self-paced learning platform. The journey began as soon as an offer was made, with candidates invited to a branded platform featuring modular, 10-minute micro-learning playlists and a series of live development webinars. The playlists, tailored to Network Rail's brand and values, were drip-fed to candidates at key intervals, reinforcing knowledge and building confidence through repetition and practice.

Key milestones included a personalised welcome, timely invitations to register for webinars, and a structured schedule of learning touchpoints – such as bespoke insight playlists and three live webinars spaced across the pre-boarding period. The technology allowed candidates to access content at their own pace, while automated reminders and engaging content ensured high participation. The journey concluded with a bespoke send-off, preparing candidates for their first day and reinforcing their connection to Network Rail.



The Impact

Network Rail’s pre-boarding journey delivered outstanding results, significantly outperforming industry benchmarks and driving measurable improvements in candidate engagement and retention. **86% of offered candidates registered** on the platform, with **87% viewing all playlists**. Attendance rates remained strong throughout, with **77% joining the first session** – more than double the average for education-focused webinars.

Feedback was overwhelmingly positive: **98% rated the experience as good or excellent**, and **93% would recommend it to future joiners**.

Candidates described the content as informative and engaging, praised the bite-sized format, and reported a **22% average increase in confidence**. Crucially, **98% felt prepared to start work** – a clear indicator of the journey’s effectiveness.

Most notable, Network Rail saw a dramatic reduction in reneges. Prior to launch, the renege rate stood at 19%. After the solution went live, **only 4% of candidates dropped out**, and among those that registered for the journey, the rate **fell to just 0.5%**. This shift underscores the power of a structured, personalised pre-boarding experience in strengthening candidate commitment.

The approach will continue to evolve, with plans to further tailor content and expand interactive elements in response to candidate feedback.

18.5%

Reduction in reneging candidates

98%

Rated the experience as good or excellent

93%

Would recommend the pre-boarding to new joiners

98%

Felt prepared to start working

86%

Of offered candidates registered on the platform