



CGI (NYSE:GIB): one of the largest IT and business consulting service firms in the world: 21 industries, 400 locations.

How A Global Consultancy Firm Used AI-powered Content & Advocacy To:

- 1. Attract More Critical & Diverse Talent*
- 2. Raise their Talent Brand profile*



CGI Talent Leader: David Phillips

Director of Talent Brand and Recruitment Marketing at CGI



150%+

Career traffic lift for diversity initiatives

1m+

Organic impressions from advocacy

250%

Increase In advocacy

• **Critical Talent**

Diversity

Tech Talent

Early Careers

Data Analyst

DevOps

Cloud Engineer

Digital Lead

ity

3 Core Challenges:

CGI is one of the largest IT and business consulting services firms in the world. And yet, despite their established brand, they are relatively unknown outside their industry.

This lack of awareness was hindering their key talent brand objectives — particularly when attracting **tech talent and achieving diversity goals**. Recognizing this, CGI identified three primary challenges that needed to be addressed:

All Quotes From David:

1 Being consistently top of mind with target talent

“We would create really great, creative campaigns backed by polished videos, webpages, and content but needed to sustain that once the campaign went live.

It would cost too much to create content constantly with an agency, making it **impossible** to keep them top of mind for talent.”

2 Reacting to urgent hiring demands:

“We need to address urgent hiring needs but even if I started immediately it would take 2 months to get the content ideas collated, find the participants, and try to make them want to share their insights.

This potentially presented a **massive blocker for meeting our strategic hiring goals.**”

3 Improving conversion rates from recruiter outreach:

“We had very high level talent brand messages: we’re great to work for, we have fantastic training and development opportunities.

But we were missing tailored content our recruiters could use to **target specific candidates** by telling the stories they were interested in, and answering their questions through their peers.”



David Phillips

Director of Talent Brand and Recruitment Marketing

“Every talent brand needs content; yet in recruitment marketing this has always been a stumbling block.”

Industry:
Information Technology

Employees:
91,000+

Regions:
40 Countries, 400 Offices

One of CGI’s
400 Global Offices

The Solution:

Addressing these challenges was imperative to improve CGI's market presence, hire tech talent, and achieve its diversity goals.

Bottom line they needed a solution which would help their UK and AU Talent Acquisition and Recruiting teams to **hit their numbers**.

After receiving strong recommendations from other CGI regions, David decided to implement 'The Martec': an AI-powered content and advocacy platform built for end-to-end enterprise.

Although AI would accelerate CGI's productivity, The Martec would ultimately allow CGI's own people to drive content and advocacy, ensuring ongoing authenticity and genuine differentiation.

There were **4 key parts** to The Martec CGI was keen to leverage right away:



1. Employee Advocacy:

Unlike generic 'top-down' advocacy platforms, The Martec stood out by allowing CGI to roll out a '**bottom-up, scaled-up**' approach to advocacy, bespoke to the hiring and retention objectives for each talent team.

The AI first predicts which employees are best suited to reach diverse, critical talent pools via their social networks. It then generates relevant social copy, adds trending hashtags, translates between 76 languages, switches 1st and 3rd person perspective (as needed) — then prompts employees to share.



2. Employee Videos:

The Martec's finds and engages CGI employees with AI generated questions personalized to their role, interests and location (including B-roll prompts for more interesting, contextualized videos). Employee responses are all captioned, translated and edited on-platform.

Multi-contributor group videos are particularly powerful, and easily scaled with AI. Each video is added to a single, unified library to improve results across CGI's global **talent teams, websites and channels**.



David Phillips

Director of Talent Brand and Recruitment Marketing



The Martec is **what I'd been searching for most of my career** to create content at scale and make it easy for our employees to be involved.

The platform is essentially what we want AI platforms to deliver: **it's time-saving, cost-saving, and the quality stays high.**

The Martec's AI does most of the work behind the scenes: recommending advocates from your employees, picking the right questions to ask and — I don't know the science of it — but I know that each time I see an article, post or video, I always think: **'wow that's unique, it's got the employee's voice spot on again!'**

It has allowed us to completely turn our content creation on its head and it feels like we are **communicating more widely across the business about what our talent brand is and the work that we do.**



The main pain The Martec has **eliminated** is the ease of generating the content. That's on all fronts, making it easy for all employees and members of my team to participate.

It allows the people who are passionate and want to tell their stories to actually feel **empowered** to do it.



3. Employee Blogs:

Tech talent, typically reserved, occupied, and specialized, are effectively engaged through CGI's talent teams — who generate questions with the AI that authentically interest candidates, bypassing the need for input from subject-matter experts.

Thus, **all employees are empowered** to share their voices (not only those comfortable filming themselves). And CGI is able to scale tailored, industry leading content that engages new talent, nurtures key talent pools, and builds communities of their best talent.

Gathering answers from employees at scale allows for the consistent production of popular, large ‘multi-contributor’ articles.



4. Recruiter Enablement:

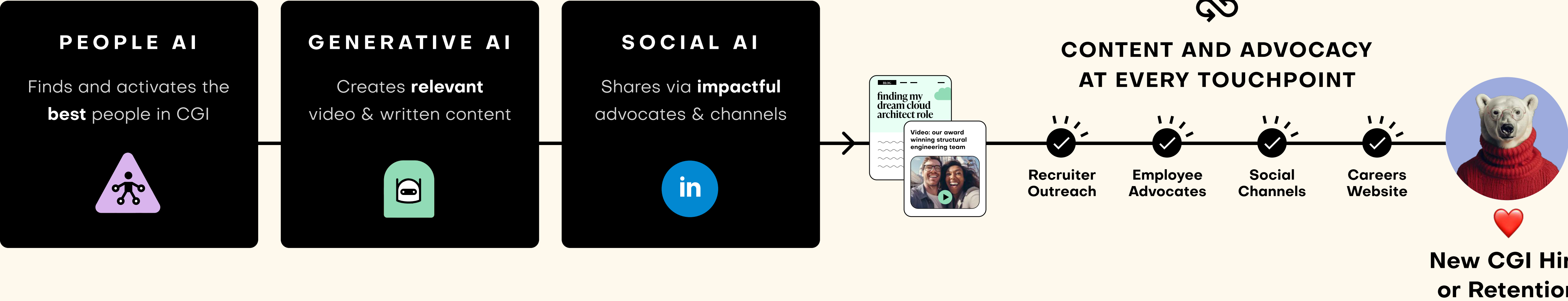
All video and written content is stored in a single hub. And The Martec allows unlimited numbers of CGI's global recruiting teams have easy access to this.

Recruiters are supported by content that allows them to start conversations, tackle key objections with credible peer-to-peer content precisely created to open up talent audiences they are attempting to engage and convert.

Recruiters are also able to quickly create landing pages themselves, with content that helps them drive home a desired narrative.



CGI'S TALENT MARKETING AI STACK



The Results:

CGI was successful in solving their 3 core challenges with The Martec:

1 Being consistently top of mind with target talent:

RR The Martec has been a fantastic tool for us and has been one of our main tools in evolving our talent brand.

The platform allows us to sustain the drumbeat of content by tapping into our employees between larger agency campaigns for content that's authentic and polished.

In fact, the content looks like it could have come from an agency, so it's a fantastic complement to the content we launch in our talent brand campaigns. **It's impossible to create enough content to stay top of mind for talent without The Martec.**

2 Reacting to urgent hiring demands:

RR "Working with The Martec has allowed us to run with strategies faster — from building a talent community, to our paid advertising, and reaching candidates further down the funnel.

We've created targeted messaging starting across key hiring areas including graduates, cybersecurity and women in tech to tell the stories they are interested in, and answering their questions through their peers.

It makes everything so much quicker and easier to get done and it allows ideas that would as a concept, even three years ago, have been too slow to create possible for less time and resources. **The Martec has actually completely eliminated content workflow production speed problems for us. Which proved a massive hurdle for supporting our strategic hiring goals effectively.** "



The CGI teams in the UK **alone** have achieved:

300+

Employees onboarded

700+

Employee responses

150+

Employee Videos & blogs

All initiatives and content were focused on their key talent brand goals like DE&I and critical talent hiring.

3 Improving conversion rates from recruiter outreach:

RR "When we're having conversations with candidates, the content allows us to channel them through our recruitment funnel by giving them content that contains specific information as an **assurance that there is a place for them here and they will fit in.**

It means we can go beyond just posting content to drive traffic to our careers site, we've been able to use it to support our talent team to nurture potential candidates through a talent community — to get candidates to sign up to us and to stay informed about what we're doing, and what jobs are coming up."

ROI & Metrics:

“Prior to The Martec it was difficult to measure our brand and ROI as there are so many points where talent can see your brand before they actually take action, and we can’t know the full journey before they join.

Now we can benchmark some of our ROI for each content piece in terms of shares, engagement and impressions on LinkedIn through The Martec platform. It lets us look at the social analytics, and we can match these social figures to any spikes in activity for content on our website.

It’s very easy to benchmark The Martec platform against how much it would cost to use an agency to do this work, there’s a huge difference in price!”

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“Using The Martec has had a **massive impact on our talent attraction strategy.**

In fact, some of our business units were so impressed with the platform that they started working with The Martec for their own projects.

Now I only need to be involved to track how our talent brand goes out to market for these projects.”



Last Thoughts From David:

RR The Martec has been a brilliant find in my career.

I think talent brand is usually a one-man band and that's what I am at CGI. But we are a big organization — we need to produce content at scale to tell our story well and The Martec is at the heart of our content strategy.

It's allowed me to scale up our efforts simply and easily which has been brilliant and really important to my role.

I think The Martec's at the forefront of the recruitment and talent attraction industry, and I recommend their platform to anyone, it will change your life! Well, maybe not but it will definitely make your life much, much easier."

Now we've got hundreds of stories from every corner of the business aligned to key themes that represent our employer brand.

The AI has transformed our approach as we can be more agile in creating content and campaigns without sacrificing quality."

A few recent examples from 100's of stories:



DE&I: International Women's Day

80,243 Impressions

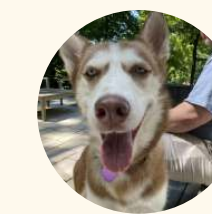
Multi-contributor
[Source](#)



Critical Talent: Cybersecurity

11,751 Impressions

Single career journey
[Source](#)



International Dog Day

50,080 Impressions

Employee Benefits
[Source](#)



Critical Talent: Graduates

12,761 Impressions

Career development
[Source](#)



Talent Journey: Onboarding

32,795 Impressions

Multi-contributor
[Source](#)



Why I chose to develop my career with CGI

14,368 Impressions

Career development
[Source](#)



National Inclusion Week

53,145 Impressions

Career development
[Source](#)



IWD 2024 Story

20,999 Impressions

Multi-contributor
[Source](#)



I'm successful because of my neurodivergence, not despite it

54,403 Impressions

Career development
[Source](#)



Click Here: [To Watch The Case Study](#)



How David Scaled *Critical and Diverse Talent* with AI Content & Advocacy



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700+
employee
responses

To Learn More About The Martec:



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