

A BKV Hero wears no cape

Team Undetermined

A CHALLENGING FIELD IN HIRING

CHALLENGES

- As a result of labour shortage newcomers need to be trained
- Making not only BKV but the profession itself attractive
- Lowering fluctuation in the long run
- Reducing the gender inequality amongst drivers

INSIGHTS

- Enthusiasm for vehicles is a core motivation when applying, but it's a niche group regarding the current demand for drivers
- The profession is underrespected despite its high level of responsibility
- Fluctuation can be reduced if passionate people were hired
- Stereotype regarding women drivers is still vivid

DRIVERS ARE RATHER LIKE HEROES

Why Heroes?

Because they literally...

DRIVE HUGE MACHINES AND ARE RESPONSIBLE FOR MILLION LIVES.

They get you to work every morning.

They get your children to school safely.

They get you home late at night.

They even get you to your date in time.

They everyday work is indispensable, why would we not pay them more respect?

INTRODUCING THE BKV HERO PROJECT

BKV WILL UNITE THE HEROES

BKV introduces the BKV Hero Project, a system that trains, scores and rewards employees .

Within the framework of the project, responding to the labour shortage, BKV trains and hires new employees, new Heroes.

BKV Hero Project is a scoring and – reactively – a rewarding system, with the objective to give employees motivation to start their career at BKV as a driver, and build engagement in the long run to reduce fluctuation.

The system's scoring methodology works as a feedback for each and every employee's performance from the start of their training until the end of their careers at BKV.

After an applicant finishes the training will become a Hero and get into the scoring system.



HOW THE HERO SYSTEM WORKS?

MOBILE APP

A mobile application will help to track the Heroes' scores, where they will have individual profiles, just like in a social media platform.

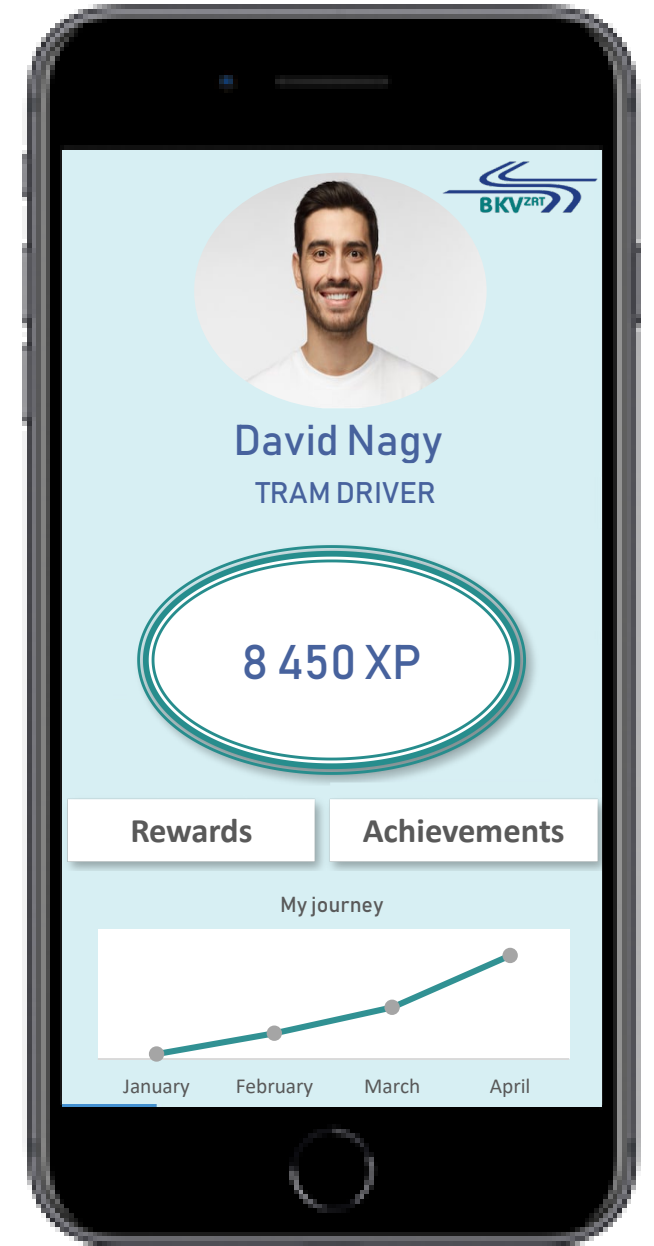
COLLECTING POINTS

In the BKV Hero application the Heroes can collect Experience Points for the distance and time driven in certain vehicles. Getting extra points for achievements for driving safely.

With the Experience Points the Heroes can level up and get different kind of ranks.

REWARDS

Above the general benefits of the driver position, the Heroes can obtain rewards for their Experience Points. Such as extra travelling support, holidays, vacation opportunities, team building, coupons.



HOW THE HEROES WILL SOLVE OUR RECRUITING ISSUE?

Making the profession attractive

The BKV Hero Project places the driver profession in a whole other context, diminishing its undervaluation amongst people and the future employees.

Fluctuation decrease

The Experience Point System creates a continuous incentive, thus the Heroes are kept motivated and loyal.

Training itself becomes engaging

The BKV Hero Training is a paid, 6 months long training. Most importantly though, it is the first step of entering the Hero Project.

Gender equality

Everyone can become a Hero regardless gender. The BKV Heroes' key qualities, such as responsibility and power are genderless. All genders can stand for these.

BOTH SIDES BENEFITS

Employees

- Due to the change of attitude towards driver profession, employees will have a well respected job
- The BKV Hero Project, with the Experience Point System creates a motivational environment preventing early burnout

BKV Zrt.

- Since the Experience Point System maintains a satisfying level of motivation, employees become more eager to stay at their job, resulting in decreased fluctuation
- By introducing the idea of drivers equals heroes, not just the profession becomes more respected, but the source of this idea too, which is in this case the company.



TIMING

Year one				Year two			
Raising Awareness	Performance Campaign	Engagement campaign		Raising Awareness	Performance Campaign	Engagement campaign	
Target group gets to know the Hero Project	Collecting CVs for Hero Training	The Hero Training starts with 360 applicants. With a 20% drop-out rate 300 new Heroes can start to work in the new year		Raising awareness for new wave of training	Collecting CVs for Hero Training	The Hero Training starts with 240 applicants. With a 20% drop-out rate 200 new Heroes can start to work by the end of the year.	
1st Qrt	2nd Qrt	3rd Qrt	4th Qrt	1st Qrt	2nd Qrt	3rd Qrt	4th Qrt

Raising awareness

Billboards, Citylights, Print, Google YouTube video, Facebook/Instagram video

Performance

Google AdWords, Facebook Ads

Engagement

Facebook/Instagram page posts

HIRING JOURNEY

