Hi Lauren,

My name is Morris Maragos & I’m excited to apply for the Talent Acquisition Advisor opportunity with the NSW government. I have a decade of experience in talent acquisition, the vast majority within the volume space, focusing on using the latest talent tools and strategies to drive best practice across front line customer service roles. The focus of my career has been in designing mass recruitment strategies, with a focus on early careers, such as graduate campaigns & engaging entry level candidates for call centres & branches across some of Australia’s biggest banks and insurance providers.

It’s within the customer service space I’ve had my best achievements in recruitment, helping lead my team significantly raise their talent pools and reducing time to fill by proactively qualifying candidates between campaigns through talent pools.

Another important focus of my career has been analysing talent trends across our best hires, partnering with hiring managers to identify and understand the qualities, experience and attributes of our top performers. Using reporting tools, CRM technologies and a matrix to compile the data, I use real talent insights to educate hiring managers and modify our attraction strategy to ensure we are engaging the most suitable candidates. I’ve also been involved in a number of exciting projects and initiatives for customer service and graduate recruitment strategies, including:

* Implementing digital interview technology to Suncorp, as one of the first companies to do so, almost a decade ago. Also later introducing artificial intelligence and gamification to help identify top graduates at Suncorp
* Was heavily involved in the design and roll out of FLARE (Front Line Automated Recruitment Experience) at CBA. The purpose of FLARE was to use automation through a combination of interactive videos, psychometric testing & workstyle questionaries, in addition to digital interviews & AI systems to qualify suitable candidates for our front line roles (predominately call centres, and later branch). It gave candidates the opportunity to ‘opt out’ at any point, helping improve the pool of candidates our hiring managers were able to select from
* With FLARE, I helped partner with organisational psychologists to design a ‘success profile’ of our top hires within CBA call centres in 2017. The data was then used to design a bespoke workstyle questionnaire, in addition to an interactive video known as the DILO (day in the life of), which showcased the reality of life in a call centre. FLARE gave candidates the opportunity to assess their suitability for the role via the DILO, while the workstyle questionnaire allowed hiring managers to compare candidates to the success profile
* I was also involved in the candidate experience of FLARE, including a number of videos in which I appeared, guiding candidates on the full FLARE experience. As part of my role, I helped pioneer FLARE across our Direct Banking area, followed by leading the FLARE technology across the entire non-core bank.
* I was also involved in an extensive review of FLARE, which had a proven success record in not only reducing attrition (which was the original intention), but also increasing our customer satisfaction & NPS scores across the bank

Due to a restructure within CBA’s talent acquisition team, my role will become officially redundant on the 13th of March, giving me an opportunity to look for my next challenge. If you wish to contact me at any time, you can reach me on 0410 980 260

Kind Regards,

Morris