



CASE STUDY

Situation: Accenture engaged with HIVE in October 2020 with pain points related to undergraduate hiring. In addition to appealing to more diverse candidates, the Accenture team hoped to expand the company's image as a technology—rather than solely consulting—company.

Solution: HIVE worked with the Accenture team over two months to identify their priorities and craft a bespoke solution to meet their needs. We organized a virtual information session hosted by our students along with three members of Accenture's team. This Accenture HIVE Hangout showcased the company's available opportunities, current efforts around DEI and the Accenture Innovation Challenge. We marketed this opportunity to our student users through our various social media channels.

Results: 103 students attended the Accenture HIVE Hangout. Students were highly engaged and participated in lengthy Q&A at the end of the presentation. Of the students who attended, 50 were eligible for the Accenture Innovation Challenge, 30 applied and 8 were accepted.

