



CASE STUDY - Henderson Retail Group

"our entire recruitment process has transformed, for the better"

The Henderson Group is one of Northern Ireland's top companies, with several operating divisions, Henderson Wholesale, Henderson Retail, Henderson Property and Henderson Foodservice. Employing over 2000 staff across a network of locations, one of the main challenges facing the organisation in recent years has been the allocation of time and resources from within the HR department to run and manage recruitment campaigns.



The problem with recruiting large volumes

At any one time Henderson's can run up to 30 consecutive recruitment campaigns across multiple sites/divisions and departments. In the past this has involved a time consuming and heavily admin intensive process of creating job requisitions, adverts, launching campaigns, sending out applications forms, receiving and screening applications, printing and sharing applications with Store Managers and other managers within the organisation and then spending time arranging multi layered interviews. On average the time to hire for a Customer Service role would have been 45 days, for a more senior role this could take as much as 60 days.

Henderson's wanted to find a solution that would make their recruiting process more efficient (and effective).

Although Henderson's had an ATS in place, they had no formal system in place to track and analyse the success of recruitment advertising campaigns across multi channels and relied on a mixture of in-store advertising, online advertising, increasingly social media advertising and occasionally recruitment agency engagement to fill their vacancies.

The current ATS allowed them to track applicants and invite them to upload a basic application form. This form could also be downloaded and completed by hand, therefore only 80% of applications were received online, 20% of applications had to be manually entered in the ATS by a member of the HR team.

HR Team resources were further stretched with a dedicated team member offsite 4 days per week conducting first round interviews which could have as much as a 60% no show rate. The system whilst effective in finding 'people' to apply was not efficient in terms of resource management and budget control. Henderson's wanted a system that would continue to engage and attract applicants but ensure only those meeting required criteria were short listed for interview. A large focus was on reducing the number of 'no shows' at interview stage. Henderson's wanted a solution that would result in 100% of applications online and automated filtering ensuring the HR team only dealt with applicants suitable for the advertised role. Henderson's also wanted a solution that was fully mobile optimised and one that could integrate with their chosen HR software solution.

The solution - LANDED

In June 2014 Henderson's signed up to work with LANDED through our BETA testing phase, for six months they would advertise all 'retail' vacancies via the LANDED platform.

In June 2015 Henderson's renewed their contract, extending the use of LANDED to other divisions within the group and rolling out Manager Access to key hiring managers across the company. By December 2015 100% of Henderson Applications are received online, 32% via mobile devices.





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Reach more

Henderson's have been able to reach more applicants through social media and online advertising, as well as standard channels such as your own careers website. Since implementing LANDED they have reduced their dependency on Recruitment Agencies when filling more senior/specialised roles.

Through LANDED they now reach more applicants instantly with a fully mobile optimised careers page & fully optimised applicant portal, 23% of Henderson applicants apply via a mobile device.



Enhanced Brand

Using 'marketing' techniques and tools incorporated into the LANDED platform Henderson's have been able to promote their brands as well as the vacancies they are trying to fill.

A fully branded career listings page, applicant portal branded for each division of the business creates a positive experience for the applicant from the moment they view the vacancy right through to hiring. Even when applicants are rejected they receive a branded email and end the process feeling good about the company. After all applicants are your potential customers.



Increase quality

One of the main issues for Henderson's was the volume of 'unsuitable' applications they received. Applicants would simply submit an application ignoring the fact that they didn't match the essential criteria.

LANDED autofilter allows Henderson's to set killer questions, therefore everyone can still apply but only those who match the essentials skills will pass through to short listing. Henderson's have added a further layer of skills screening so only the very best are now invited to interview.



Reduce time

With the old application form system the recruitment team would have to review ALL applications, even those who didn't match essential skills, and the short listing process could take up to 4 days.

With the introduction of auto filter and skills testing, Henderson have drastically reduced the overtime spent shortlisting... from 4 days to 2 hours.

For more senior roles, Henderson's have also introduced Video Interviews, removing the need to co-ordinate diaries and overall reducing the time to hire by as much as 42%.



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Customer Advisor Loughview Store. Job ref 7642

VIEWS:	304
PORTAL:	42
APPLICATIONS:	9
REJECTED:	11
TALENT POOL:	0
HIRED:	1



Time to fill role
22 days...
reduced by 49%

33% of successfully completed applications invited to interview
100% attendance at interview

Graduate Management Trainee	Very easy and enjoyable experience. One of the better applications I have completed.	★★★★★
Carrick - Supervisor	This online portal was very easy to use and simple to navigate that I was able to complete my application without confusion.	★★★★★
BI Production Analyst	The best, user-friendly, smooth job application I've completed thus far.	★★★★★

Applicant feedback

On average Henderson's applicants have scored their online application portal 4.7/5 (average of all responses since June 2015).

Common feedback; "very easy and enjoyable", "easy to use" "simple to navigate", "smooth job application".

What Henderson's have to say about LANDED

"LANDED understand the complexities involved in the hiring process, this is reflected in the scope and depth of the LANDED platform. We can now create bespoke recruitment campaigns for various levels within our organisation. We have reduced time to hire and overall improved efficiencies within the recruitment team, freeing valuable resources to focus on staff retention and training. LANDED has enabled us to connect with more potential applicants and build a strong and attractive employer brand".

"Switching to LANDED has resulted in a move to only receiving online job applications, and judging from the feedback from applicants this is what they prefer". Emma Gibson, Group HR Manager, Henderson Group.

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