

Large supermarket chain hires **high volume talent** for rapid U.K. expansion

100 *stores*

19 *hires for each store*

1 *assistant manager*

3 *team leaders*

15 *team members*

The Challenge

A large supermarket chain in the U.K. was ready to expand into the convenience market. The plan was for rapid expansion across the U.K. with the target of opening 100 stores per year in 2013 and 2014. They needed to quickly and effectively recruit, screen and hire a high volume of managerial, supervisory and other staff for the new stores.

The Solution

ROMA, our applicant tracking system provided the efficiency needed to screen and assess high volumes of candidates for these retail positions in a short amount of time.

- ✔ First, we helped the client develop an attraction strategy for each store.
- ✔ Then interested applicants applied to positions and completed pre-screening questions ROMA helped screen candidates to move those qualified on to the next stage in the recruitment process.
- ✔ Those candidates then completed ability and personality trait tests through our assessment solutions. Their scores were tracked in ROMA, which enabled further narrowing of qualified candidates through a ranking feature.
- ✔ Next, telephone interviews were conducted with the qualified candidates enabling the client to easily review both assessment results and interview recommendations in order to make hiring decisions.
- ✔ Finally, subsequent offers were made and tracked through ROMA, improving and simplifying the recruitment process for the client.

*Only 3-4
recruiters
were needed
to accomplish
this high
hiring volume*

The Results

- ✔ More than **150,000 applicants** were attracted to apply.
- ✔ Automated prescreening **helped funnel qualified candidates** to the next steps in the assessment and hiring process.
- ✔ A total of **3,800 people were hired**: 19 for each store, including 1 assistant manager, 3 team leaders and 15 team members.



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