



Curry's, Curry's.digital and Dixons tax free

Currys is the UK's largest electrical retailer with over 500 stores and understands only too well how people impact profit. An evaluation of the existing recruitment and selection process highlighted some key issues:

- The existing approach was not helping to find the right people first time and with turnover running at 70% in the first 6 months of employment the business was suffering to the tune of £6.8 million in lost sales every year
- The screening process was too workload intensive for the busy branch managers and was costing the business just under £400,000 per annum
- From a candidate perspective, many of whom were existing or potential customers, the selection experience was inconsistent and at times less professional than desired

Sally Temple, Currys Succession and Recruitment Manager had a clear goal in mind: to introduce a recruitment and selection process that was as simple as possible, which gave all candidates a good experience and enabled branch managers to identify quality applicants quickly and efficiently. Fundamental to this was that branch managers would need to manage the whole process themselves whilst maintaining 'business as usual'

Technology was to play a major role in the transformation of Curry's recruitment and selection process and after reviewing a number of online approaches Currys invited Changeworknow to be their technology partner.

An innovative e-recruitment process was designed which incorporated job specific screening criteria and applicant feedback, a web-based system to allow managers to post vacancies and interact with the applicant tracking system via the use of emails, and new and improved selection tools to help managers make quality hiring decisions. 'We wanted to create a seamless, easy to use recruitment experience for both candidates and managers alike,' said Sally.

The results were immediate and impactful. Applicants who passed the initial screening were now being advised of next steps in an average of 4 days, an impressive response time.

60 offers of employment were made in the first 6 weeks with the average time from application to acceptance of offer running at 10 days and in some cases as quick of 3 days.

Branch Managers embraced the new system as it was seen to take a huge weight from their workload. 'The quality of candidate is far stronger and the process is much faster and methodical' said one branch manager.

As for applicants the feedback has been overwhelmingly positive with comments ranging from 'one of the best online applications I have seen' to 'simple, direct and well presented; very fair and well presented.'