

eRecruiter

case study: B&Q Online Recruitment with TalentTracker

introduction

B&Q is number one in the UK for home and garden improvements. It is the largest DIY retailer in Europe and the third largest in the world.

B&Q's success continues to drive impressive growth. It will open 17 new stores in 2003 and employs over 35,000 people. Part of the secret of its success is the people it employs. People who share the enthusiasm, customer focus and drive to be the very best.

the problem

B&Q's high market profile and strong positive brand image had resulted in it being inundated with job applications from all over the UK.

In 2002 B&Q identified the need to implement an online solution that would add another entry route to its recruitment process, increase accessibility for applicants, and enhance its web presence.

The following issues, common to many HR departments, were highlighted by B&Q as areas of desired achievement through the use of online recruitment:

- Volume of applications handled by its Recruitment Centre to be reduced
- Automation of processes to free staff resources
- Further reduction in administration time
- Time taken from advertising a vacancy to receiving applications to be reduced
- Time taken from receipt of an application to outcome to be reduced
- Hard costs relative to the traditional application process to be removed
- Talent and potential to be spotted quicker
- Quality of applicants applying to be increased
- Inclusive process for candidates with disabilities
- Automated responses to be implemented to ensure speedy and professional communication with all applicants
- Applications to be received in an electronic format for ease of storage and access across the business and to enable company wide searching within the B&Q TalentBank
- B&Q's web presence and corporate image to be enhanced

In short, B&Q sought a cost effective eRecruitment solution that would enhance, support, and integrate with its existing recruitment processes.

the solution

TalentTracker eRecruiter is a modular eRecruitment solution that will allow any company to have its own branded online application process and serviced Careers Gateway by providing:

- Online Application
- Eligibility Screeners
- Talent Screeners
- Automated email correspondence
- Vacancy Management
- Applicant Tracking
- Management Reports
- TalentBank

B&Q believed that a key factor in maintaining its industry leadership was to have the right people within the business. Role specific screeners and psychometric tests were implemented online to ensure that applicants fitted with B&Q's culture.

Mike Cutt, B&Q's HR Director, said, "With an annual growth in excess of 15% it is imperative for us to have instant access to applicants who are pre-screened against business and role specific criteria so that our store managers can recruit applicants directly from the B&Q TalentBank in minutes. Not only have we reduced the number of unsuitable applications we receive, we now redirect applicants who were not best suited for the role they initially applied for. It is important to us not to discount anyone but to find out what alternative role they could fulfil within our business."

the results

"The results have been astonishing," continued Mike. "Within the first three months we processed over 10,000 applicants, exceeding all expectations and reducing our recruitment costs by a further 30%."

Online recruitment is not just about saving money for B&Q. It is about enhancing each applicant's experience, communicating B&Q's culture and most of all it is about finding the right people for the job. Applicants can apply to B&Q at their convenience because the Careers Gateway is available 24 hours a day, 7 days a week, 365 days a year for them to search for available jobs and apply there and then. They can also learn more about our culture and about what it is like to be part of the B&Q team.

TalentTracker eRecruiter has allowed us to reduce many costs associated with traditional recruitment methods.

It has also given us the ability to source applicants from a wider audience and to identify talented applicants more quickly. At the same time we have improved our application process, ensuring that applicants always have a positive experience when applying for a job at B&Q."