



case study: Screwfix reduce recruitment costs and timescales with the help of TalentTracker® online recruitment software.

introduction

Screwfix is the UK's leading supplier of tools, accessories, hardware products and building materials to the trade, delivering millions of products to building professionals and DIY enthusiasts every year. Customers can shop at local Screwfix trade counters, via the web or phone via the Screwfix National Contact Centre.

Screwfix employ over 3,500 people at their Head Office and Contact Centre in Yeovil, Somerset and in their network of Trade Counters across the UK.

the challenge

In 2006 Screwfix was going through a period of rapid expansion. In addition to their core and successful online store, the business was developing a network of trade counters across the country.

As a fast growing business Screwfix identified the need to implement an online recruitment system that would manage high volumes of applications efficiently, whilst ensuring the business recruited experienced and passionate staff with the highest level of customer service.

The following issues were raised as key objectives:

- Provide a system that could handle high volumes of applications efficiently
- Reduce candidate application costs
- Reduce the time from advert to offer
- Improve the suitability and screening of candidates
- Provide a scalable and tailored system that could meet the company's growing needs
- Provide a simple and easy to use system for recruiters and candidates
- Improve the branding and web presence of the business

To meet these objectives Screwfix chose a high volume online recruitment system after seeing its success in operation with a leading UK retailer. The solution was **TalentTracker® Enterprise.**

the solution

TalentTracker® Enterprise is a bespoke recruitment system designed specifically for high volume applications which can process thousands of applications every week. It provides the following features:

- Tailored careers website
- Multi-stage online application process
- Secondary telephone screener for key competencies
- Automated correspondence and workflow
- Vacancy management
- Applicant tracking
- Management reporting
- Talent Bank

Screwfix pride themselves on recruiting and selecting the very best people, and on developing them and allowing them to grow with them. As part of the system role specific screening was incorporated online to effectively screen every candidate and ensure they matched the company culture and job specific requirements.

the results

Since implementation Screwfix has experienced a wide range of benefits to the business including:

- 50% reduction in per candidate application costs
- A reduction in time to recruit of at least one week
- An increase in the number of not only raw applications but suitable candidates
- A reduction of 20% in recruitment administration time
- An improved level of service to candidates

Screwfix also benefited from a reduction in candidate issues and an increase in positive feedback.

“Going through our recent period of expansion, I don’t think we could have recruited successfully without **TalentTracker®** - it’s been absolutely critical to our success. The system is simple and easy to use both for our candidates and my recruiters, and helps us to manage high volumes of applications efficiently.

Taking our recruitment online has been, and continues to be, a key enabler of improving our branding and improving the suitability and screening of candidates, and a key driver in the reduction of time to recruit and ongoing costs.”

Emma Bateman, Talent Manager
Screwfix