

Case Study: Retail

STORE TWENTY ONE



THE CLIENT

Evolved from a manufacturing business in 2007, Store Twenty One operates high street stores throughout the UK offering stylish fashion and great value homeware.

In November 2014, with the launch of their online store, they continue to grow monthly with the addition of new lines.

"My favourite feature is definitely the Agency Portal. It has saved me so much time and has stopped any ownership issues. Definitely a feature I would recommend to other companies."

Head of HR

THE SOLUTION

Store Store Twenty One needed to have a system in place to streamline their recruitment process and after working with EasyWeb Agency on previous roles, they decided to join the Agency Partner Scheme.

The scheme provided Store Store Twenty One the opportunity to have an ATS free of charge in return for adding EasyWeb Agency to their Preferred Supplier List (PSL). This recruitment software was crucial in ensuring Store Store Twenty One had the ability to advertise their jobs on their careers page and to keep applications organised.

The use of the ATS has also given them the feature of an Agency Portal, which allows them to keep their agencies and applicants in one place. When a role becomes available, they can select EasyWeb Agency alongside other agencies to release a role to.

THE PROBLEM

With over 120 stores and the difficulty of controlling high volume recruitment, Store Twenty One were struggling to keep control.

Before working with EasyWeb, Store Twenty One used multiple recruitment agencies and job boards, whilst predominantly using spreadsheets and their inbox to store applications.

This meant that without the use of a recruitment system, too much time was taken up by having to sort through CVs to keep them in order. This led to time being very limited for other tasks.

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THE RESULT

Having a free ATS with the use of an Agency portal means they can now release roles to agencies and eliminate ownership issues. This feature also helps them monitor their entire recruitment process.

The integration between the ATS and Vacancy Poster also allows Store Twenty One to post their roles directly to job boards, bringing their recruitment online and saving time from posting to each job board as previously.

Releasing their roles to EasyWeb Agency from their PSL has also resulted in Store Twenty One receiving a free online campaign for each placement made.

To date, EasyWeb have placed multiple candidates at Store Twenty One, including managerial positions.

"It's brilliant that every time EasyWeb make a placement we benefit by receiving a free campaign. It's a great additional tool to have and has really helped us streamline our recruitment process."

Head of HR

"The ATS has allowed me to bring all of our recruitment online and move away from spreadsheets. It's great to have my inbox back!"

Head of HR