



case study

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A Major U.S. Convenience Retailer - Sales Associate Positions

This Fortune 500 Retailer is an undisputed leader in convenience retailing with more than 24,000 stores worldwide and total sales of more than \$33 billion in 2002. They serve approximately six million customers each day at more than 5,000 U.S. locations.

challenges	solutions	results
<ul style="list-style-type: none"> • Needed enterprise-wide solution requiring minimal start-up investment • Low employment brand awareness • Unable to generate enough high-quality candidates to fill open positions • High-vacancy rates and overtime usage 	<ul style="list-style-type: none"> • Provided an enterprise-wide Click or Call™ private label employment branding • Screened candidates and identified the most competitive and best match for open positions • Scheduled only qualified candidates to interview with location managers • Scheduled enough qualified candidates to fill open positions 	<ul style="list-style-type: none"> • Activated over 3,000 store locations in a four month period – no client capital investment required • Created enterprise-wide employment branding via Click or Call™ access to opportunities • Reduced vacancy rate by 80% and virtually eliminated overtime usage within three months of implementing the PeopleScout program • Improved the success rate at the face-to-face interview by 350%, with stores reporting that 7 out of 10 interviews resulted in a hire • No client capital investment required