



INDUSTRY FOCUS
RETAIL



END-TO-END RECRUITMENT FOR LEADING NORTH AMERICAN TIRE BRAND

A leading North American tire brand was experiencing an alarming rate of attrition in key retail positions, making it difficult to provide the level of service excellence the brand's customers have come to expect. To help solve its unsustainable employee attrition issue, the client partnered with PeopleScout to efficiently facilitate more than 10,000 annual hires of automotive technicians, management and sales positions and standardize its recruitment processes company-wide.

SOLUTION HIGHLIGHTS

- **SCREENING & BLOCK INTERVIEW SCHEDULING EFFICIENCIES**
- **10,000 HIRES IN FIRST YEAR OF ENGAGEMENT**
- **REDUCED EMPLOYEE TURNOVER**
- **HIRING DIVERSITY**
- **TRANSPARENT REPORTING**

Case Study: Recruitment Process Outsourcing

END-TO-END RECRUITMENT FOR LEADING NORTH AMERICAN TIRE BRAND

SCOPE & SCALE

Full-life cycle recruiting services needed for 10,000 U.S. hires annually. Skills and positions included: technicians, customer service, sales and management.

SITUATION

The client was facing a 50 percent turnover rate at retail locations and lacked a uniform hiring procedure, resulting in a disjointed process and poor quality of hire. Without the appropriate staffing of technicians, customer care suffered, causing a reduction in the client's revenue in their retail operations.

SOLUTION

A STANDARD HIRING MODEL

The partnership was designed to improve turnover rates for technician and retail positions, create a standardized hiring model and provide consistent OFCCP compliance and standardization.

AN EFFICIENT PROCESS

PeopleScout deployed a time-efficient screening process focused on the quality of the candidate, with a guaranteed response from recruiting teams within 48 hours of application.

To quickly present candidates to hiring managers, PeopleScout implemented block interview scheduling.

HIRING DIVERSITY

To help source and engage more diverse candidates for the client, PeopleScout developed a comprehensive network of community organizations for partnered recruitment.

IN-REGION RECRUITERS

Collaborative relationships between recruiters and the client's area managers were fostered by in-region placement of PeopleScout recruiters.

TRANSPARENT REPORTING

Continuous improvement was driven through transparent reporting and analysis for the client's executive and field leadership.

RESULTS

REDUCED EMPLOYEE TURNOVER

The client's technician turnover rate has improved by 5 percent and retail turnover by 6 percent.

10,000 HIRES IN FIRST YEAR

PeopleScout hired 10,000 employees in the first year of the engagement.

HIRING DIVERSITY

Hiring diversity improved by 40 percent, including an increase of 2 percent for veterans and 6 percentage for female hires.

