

# How Frasers Hires at Scale in Retail

*From the SmartRecruiters  
Hiring Without Boundaries™ stage  
at RecFest UK 2023*

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# The Situation

As hiring scaled back up in 2021, Frasers Group faced the most competitive labor market ever for staffing its thousands of stores in over 20 countries.

Candidates for frontline retail roles were now looking at competing opportunities in call centers, distribution facilities, logistics, and hospitality. At the same time, they had questions about values, sustainability, and flexibility.

Frasers knew that to win talent, they would not only have to communicate their EVP but they would have to move quickly to win over candidates and meet business goals.

WHAT DID THEY DO?



# The Solution

To rethink the hiring process, Adam and his team distilled their focus into three areas.

## 1. Improve talent attraction

The EVP had to be communicated clearly on the career site and job descriptions. Positive candidate communications would enhance the brand reputation.

### KEY STEPS

- Implemented a new career website
- Developed branded, templated communications in the SmartRecruiters ATS and CRM

NEXT



## 2. Streamline interviewing

Candidates had to be identified and moved quickly through the hiring funnel with clear internal processes and candidate communications.

### KEY STEPS

- Redesigned the hiring process in the ATS
- Developed pre-defined interview questions for store managers
- Automated and templated follow-up processes

NEXT



### 3. Pick up the pace

The team had to be able to execute quickly, with minimum gaps between stages and rapid, purposeful communication.

#### KEY STEPS

- Use SmartAssistant AI to filter thousands of applicants and shortlist top talent
- Use reporting to hold teams accountable to 48-hour response windows and the goal of 10 days from application to decision

WHAT WERE THE RESULTS?





# The Results

The 10-day process immediately impacted every part of the business involved in hiring **25,000** candidates per year.

## Stores

*“Stores really liked the ability to get staff on board quickly, relieving commercial pressures. They had the ability to influence hiring and felt like they were in control.”*

## HR

*“HR was comfortable with the timeframes. The speed and depth of the data were robust enough for them to make contracts and get people into the business quickly.”*

[MORE RESULTS](#)



## More Results

Better talent attraction resulted in 40% greater candidate volume, and their improved systems and processes helped keep the pace.

## Talent Acquisition

*“Talent Acquisition had control over every part of this process, ultimately managing everything end-to-end. Our reporting on key data enabled us to take action where needed.”*

## Bonus Result

Using SmartCRM helped Frasers create pools of qualified talent and make 40% of hires from the CRM in the second year.

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