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How Leading Hotel Brands Create an Unforgettable Hiring Experience

Hotels centre around experience, from each guest's feeling as they enter the building to the connection that keeps staff members passionate. It all starts with quick and simple hiring processes that capture the attention of talent with magnetic personalities that attract business.

Real Hotel Groups, Real Results

We've gathered real insights from various hotel groups and organisations worldwide who build powerful teams centred around the traits that bring their guest experiences to life. Consider this your close-up of their creative strategies and use of talent acquisition technology built to help them succeed.

Strong hiring processes lead to long-term impact on hotel operations

150% increase in applications	2x MORE roles filled	240 HOURS saved in time-to-hire	9x FASTER onboarding process	92% RETENTION rate of new hires
FIRMDALE HOTELS	RED Radisson	GENERATOR	GENERATOR	RED Radisson

FIRMDALE HOTELS   RHG RADISSON HOTEL GROUP

THE BELFRY HOTEL & RESORT   RED Radisson   GENERATOR   canopy by Hilton

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How Hotels Hire Differently

Every hotel will have different stages of growth, tech preferences, team structures, and talent goals. The same goes for their ideal hiring process. While the process might vary across organisations, hotel groups share some common priorities when building a talent acquisition experience that leads to results they're proud of.

Complexities to Consider:

- Hiring decisions can make or break guest experiences

- Roles require multi-skilled talent with highly-specific personality traits

- Fierce competition for quality talent among a large number of open roles

- Frontline jobs traditionally have high turnover rates

- Candidates can ghost the process when they don't feel prioritised

- Speed is more important every day and tech enables fast experiences

- Hotels face hiring lulls in slow seasons

Hiring Process Priorities:

- Reduce admin tasks to place more time on finding and engaging talent

- Decrease the length of hiring processes from application to day one

- Craft candidate journeys that are meaningful, yet simple to manage

- Decrease time to productivity with paperless and online onboarding

- Keep brands front and centre at every stage

- Leave a strong impression and offer certainty with prompt correspondence

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The Key: Experience at the Heart of Hotel Hiring

The First Impression

Hotels get in front of the best talent with thoughtful job posts that spotlight their values and brand personality to attract like-minded individuals to apply.

Keys to Success:

- Post jobs quickly to popular job boards such as Hospitality Jobs UK, Glassdoor, Indeed, Caterer.com, LinkedIn, Google for Jobs where ideal candidates search

- Reach thousands of potential candidates to drive brand awareness

- Create a brand look and feel that flows into career sites and social channels

- Bring personality, values, and views on work-life balance to each job post

- Highlight testimonials, DEI initiatives, salary, benefits, and career growth opportunities

- Blast openings on more platforms and strategise by location and brand

FIRMDALE HOTEL

Firmdale Hotels attracts an influx of candidates, even with a highly-specific applicant pool in mind that reflects their exceptional experience and award-winning designs across 10 boutique locations in London and New York.

> **Harri has solved a lot of our issues in regard to the amount of candidates that we receive. We have increased our applications by 150%.**
>
> **– Kirsteen Raitt**
> Group Recruitment Manager of Firmdale Hotels

THE BELFRY HOTEL & RESORT

The Belfry Hotel & Resort wins over potential talent with a quick and wide-reaching approach to job posting that takes the manual work out of the picture.

> **You can post a job in 30 seconds. The integration with all the different job boards, as well as HR systems, all helps speed up processes that in the past have been really hard to manage internally.**
>
> – Head of People & Culture at The Belfry Hotel & Resort

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The Application

Hotels keep excited job seekers engaged with quick application processes that keep confusing steps away and connect with potential candidates in a personal way.

Keys to Success:

- Give applicants a one-click apply with job boards like Indeed, Caterer, and LinkedIn that they store information in

- See where candidates are in the process and engage them at every step

- Offer video applications to allow frontline employees to showcase personality

- Keep applications mobile-friendly and concise without repeat fields

- Funnel applicant data into one system to move people along quickly

- Automate screening questions for roles to find best-fit candidates

- Organise applicants into talent pools for future openings

- Confirm application receipt and clearly outline each hiring stage

Radisson RED filled 60 roles with candidates who are edgy, tech-connected, and expressive while appealing to the 'ageless millennials' dynamic for a grand opening in Glasgow, with an application process that resonated with the candidates they were looking to attract.

> **We would never have been able to handle this volume of candidates without Harri. What stood out especially was their mobile app as it aligned beautifully with our innovative spirit to source the right people for our brand, whilst most importantly, appealing to the way millennials like to communicate in this modern age.**
>
> – Lead Coach (HR Manager) at Radisson Red

Radisson Hotel Group manages the application process across 64 countries and 8 languages with consistency and confidence.

> **I can give a detailed customised dashboard to our senior leadership team of a high level overview of what's happening now. On analysis of the detailed data, we can get to the root of any problem in any area, especially where the candidate pipeline is scarce; this enables us to anticipate upcoming issues and gives us the ability to plan, look at sourcing trends, sources and plan budget.**
>
> – Radisson Hotel Group Director of Talent Acquisition EMEA

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The Interview Process

Streamline the interview process for the hiring team and candidates with a modernised approach to scheduling, managing, and efficiently evaluating candidates

Keys to Success:

- Automate the scheduling process to eliminate back and forth

- Sync interviews to the calendar that each party is most likely to check

- Share reminders with a personal touch before an interview, and on the day of

- Stay accessible 24/7 and cover prescreening with an AI hiring assistant

- Maintain a flow with questions and note-taking space in one system

- Ensure all parties have accurate interview information and updates

THE BELFRY
HOTEL & RESORT

The Belfry Hotel & Resort keeps hiring organised and efficient for internal teams and their talent, to manage open roles that span 300 rooms, 3 restaurants, and 3 golf courses.

> **When you are in businesses where either you've got lots of multi sites and each individual restaurant or unit is doing their own recruitment—finding an ATS which they are prepared to use in the way it's intended is quite rare. Candidates can get a pretty instantaneous response and book online interviews themselves. You get instant correspondence with candidates.**
>
> – Head of People & Culture at The Belfry Hotel & Resort

GENERATOR

Generator Hostels decreased time to hire by 10 days with simple management of 600 employees at every stage, across every location they hire and with a focus on personal and fast experiences.

> **The quality of hires have improved significantly. Commuting to the venue for interviews can take so much time, but having the option of video interviewing thanks to Harri gives managers a flavour of how suitable the candidates are, and now managers know in the first few minutes.**
>
> – Dan Merchant
> Head of People at Generator Hostels

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The Offer & Onboarding

Hotels welcome new hires into their employment experience with online onboarding that helps them get immersed in the hands-on work faster.

Keys to Success:

- Deliver new hires a simple onboarding interface to access before day one

- Gain peace of mind that every offer contract and detail is accurate

- Clearly outline the new hire process and celebrate new hires

- Offer a single point of contact for training and onboarding

- Maintain training and onboarding information in one system and login

- Keep every document in one safe, compliant place for talent to access

canopy by Hilton — Canopy by Hilton London City Hotel cut their onboarding time in half with automated tasks that put more emphasis on the over 150 employees and seamlessly lead them into their employment experience.

> **It has sped up the time to hire and given us more time to screen applications and welcome new people. The platform even offers a comprehensive overview of the entire process from applying to onboarding.**
>
> **– Basel Jabri**
> Head of HR at Canopy by Hilton London City Hotel

GENERATOR — Generator Hostels maintains a reputation as one of the top 50 Most Innovative Global Companies by leaning on automation that gives their teams time to focus on what matters: welcoming their new talent.

> **Our staff turnover is around 40% so it's a no-brainer to use Harri because it frees up so much admin time. It would take 40 minutes to coordinate paperwork to onboard new starters, now you just click a button and it's down to five minutes.**
>
> **– Dan Merchant**
> Head of People at Generator Hostels

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Employee Experience Software **That Understands Hotels**

Transform the Employee Experience with Harri

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