

## Case Study: The Original Factory Shop

### Challenge

In the summer of 2009 the Original Factory Shop was going through a period of expansion with 35 new outlets scheduled to open over the next 12 months throughout the UK. The recruitment of new store managers was the responsibility of one central HR Manager who relied on a roster of four preferred recruitment agencies on a contingency basis to back-up advertising in local press and job centres. The HR Manager recognised that this system had the following drawbacks:

- Inconsistent service and inconsistent quality of candidates
- Candidates not always well briefed about The Original Factory Shop culture and needs
- Cost per hire around £3000 was high
- System was reactive and not cost effective

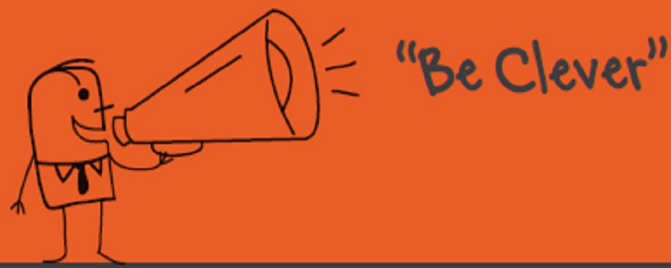
### Solution

Having established their credibility by filling a store manager position in Wales on a contingency basis, 360 Resourcing Solutions suggested the concept of undertaking a branded web advertising campaign on behalf of The Original Factory Shop. They formulated a system which had a graduated process and charging mechanism depending on the level of response:

- Advertise the vacancy online with The Original Factory Shop branding on the major UK job-boards – both generic and retail industry specific
- Filter and select candidates where necessary
- If web response not sufficient, undertake targeted CV Search on leading job-boards
- If response still not enough, undertake head-hunt

The solution appealed to The Original Factory Shop HR Manager who gave 360 Resourcing Solutions five vacancies for store managers around the UK on an exclusive basis as a trial. All five vacancies were filled by excellent quality candidates and the initial concept was proven.

Since the initial trial, 360 have advertised and filled more than thirty vacancies and have been appointed as the exclusive recruitment partner for The Original Factory Shop. 360 have become the virtual recruitment department for The Original Factory Shop and they promote the business's culture and brand very effectively to potential candidates.



## Results and Benefits

The innovative solution has led to the following key benefits:

- 35\* positions filled
- Cost per hire reduced by 50%
- Time to hire reduced by 2 weeks
- Hired candidate suitability increased significantly

Penny White, HR Manager for The Original Factory Shop, expands on these benefits:

**"Not only have we saved significant spend and improved our time to hire, the quality of the new managers has had a major impact on the success for our business. The new stores opened since the summer of 2009 are 20% up in performance terms on previous years.**

Would she recommend the solution to others?

**"Absolutely I would recommend 360 to others. I love the flexibility which means I only pay for what I need. Most of the time 360 generate a sufficient level of candidates through web advertising – and that is all I pay for. If more candidates are needed I can then ask 360 to CV Search or head-hunt. Their service is fantastic – they really understand our market and our brand so they are effective at writing and targeting our adverts, they sell the opportunities to talented candidates and they have never failed to fill a vacancy. Selecting the 360 web advertising solution was one of the smartest decisions I have ever made! "**