

JOBVITE

Revolutionizing Retail Recruiting with Purpose-Built Technology

The Next-Gen Guide for Talent
Acquisition Professionals in
the Retail Industry





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Introduction

The retail industry continues to evolve at a rapid pace, creating challenges and opportunities for talent acquisition professionals. The key to recruiting success in the modern retail landscape lies in leveraging technology to address recruiting pain points and optimize the candidate experience.

Retailers have always faced a fast-paced environment, requiring rapid hiring, high-volume candidate management, and the constant challenge of employee turnover. But today, it's more competitive than ever, with eCommerce giants and brick-and-mortar stores vying for market share and the best talent.

So, how can companies effectively navigate the challenges of retail recruiting by leveraging purpose-built talent acquisition technology? This eBook explores the top pain points of retailers today and highlights six ways the right recruiting software can revolutionize talent acquisition in the retail sector.

The insights provided here are supported by detailed explanations and data to help you better understand and implement these strategies in your own organization.

What you'll learn in this next-gen guide:



The top pain points of recruiting in the retail landscape



Six ways purpose-built technology empowers effective retail recruiting



How to make the case for investing in purpose-built talent acquisition technology





Pain Points in Retail Recruiting

The Challenges of High-Volume and Rapid Hiring

Speed is crucial in retail hiring. And timing plays a tremendous role in managing seasonal variations, expansion needs, or high-growth periods.

The ultimate hiring goal for retailers is to reduce overall time-to-hire and to scale hiring on-demand. But retailers often experience added pressure to hire multiple employees at once in response to seasonal demand, new store openings, or peak shopping times.

This can result in a rushed, disorganized, and inefficient hiring process if not approached with the right processes and technology. Hiring managers also face the challenge of onboarding new hires efficiently to ensure they are prepared to help customers and support the company starting on day one.



Efficient recruiting processes and technologies are essential for retail hiring as they enable recruiters to quickly identify the most suitable candidates, connect with available talent before other competitors, nurture candidates to convert them into applicants, and ensure a high-quality candidate and onboarding experience.

With high-volume hiring, the management of a large and diverse applicant pool becomes critical. Implementing appropriate screening processes and tools can alleviate this pain point, ensuring a smoother hiring process for retail organizations.

The High Cost of Turnover

High turnover rates are a hallmark in retail. They are often driven by several factors, including the transactional nature of the industry, a desire for career advancement, competing wages, and work-life balance concerns from retail workers.

Seasonal demand fluctuations can also create additional stress on hiring managers and recruiters who seek to scale up or down as hiring needs require.

To address the turnover challenge, recruiters must understand these factors and deploy strategies that mitigate them.

The impact of high turnover ranges from increased recruitment and onboarding costs to reduced employee productivity, which negatively influence the business at every level.

Worker turnover within retail organizations also significantly impacts the customer experience and can lead to decreased customer satisfaction and decreased sales and revenue for the business.

Higher turnover rates also damage company morale and engagement of remaining workers, which can lead to an even greater decrease in employee retention. This spiral of turnover is a major challenge for retailers today and goes hand-in-hand with hiring the right talent to stay longer and work harder at the organization.

87% of all retail employees are somewhat or very open to other job opportunities.





The Role of Recruiting in Addressing Turnover

Recruiting plays a critical role in addressing retail worker turnover by sourcing candidates who are more likely to stay long-term, identifying growth opportunities within your organization, and selecting the right talent that aligns with company values.

Prioritizing candidate engagement and onboarding also becomes imperative to the retention process, but this is easier said than done when managing high-volume recruiting.

Over 51% of retail workers have left a job within the first 90 days based on poor company culture.

Balancing Cultural Fit and Skills

The Significance of Cultural Fit in a Retail Environment

A strong cultural fit positively impacts job satisfaction, employee engagement, and retention. Nearly 50% of retail workers are looking for career advancement opportunities in a new position, but in order to grow, they first need to discover an environment to thrive.

In the retail setting, emphasizing cultural fit helps create a cohesive and productive team, and fosters a unified vision and a positive work environment.

Effective retail recruitment involves identifying desirable skills and traits. Focus on candidates who possess both the necessary skills for the role and traits that align with your company culture, such as strong work ethics, adaptability, or customer-centric attitudes.





Six Ways Purpose-Built Technology Empowers Effective Retail Recruiting

To meet these challenges head-on, the best retail organizations are turning to purpose-built talent acquisition technology to find the talent they need, optimize the candidate experience, and turn top candidates into long-term employees.

As the talent profile in retail continues to evolve, competition for top candidates will only increase. There's never been a better time for retailers to get better value from their recruiting technology.

Below are six ways a complete, end-to-end talent acquisition software platform like Jobvite can support retailers in attracting and engaging the candidates of tomorrow — today.



1

Showcase Your Employer Brand

While employer branding is complex, one key element is your career site. It's often the first place a retail candidate will go to learn about your company — and first impressions matter. A robust recruiting platform like Jobvite lets you create a custom, branded career page with dynamic content functionality to target each unique audience, while blending seamlessly with your corporate website's look and feel.

Just posting job advertisements is not enough. Use engaging content like behind-the-scenes videos, employee testimonials, and visual graphics to present your retail organization in the best possible light. Remember, a strong employer brand is essential for attracting high-quality retail workers and reducing turnover rates.

2

Develop a Proprietary Database of Talent

Sourcing candidates for every open retail role can be overwhelming — and expensive. Instead, focus on building a proprietary talent database so you can control — and own — your talent data.

An integrated recruitment marketing platform allows you to build your own talent pool using both internal and external sources, including your existing CRM database. It can also help you identify which sources are most effective at delivering high-quality candidates.

Having a talent database at your fingertips can speed up the hiring process significantly. With the right technology, you can create a proprietary database that centralizes candidate information, making it easier to identify and match qualified candidates to specific job openings.

Advanced search functions and filtering capabilities help refine your search and speed up candidate placement. Plus, having a comprehensive database allows for more targeted, personalized communication with potential candidates.





3

Reduce Manual Tasks with Automation

Retail candidates today have high expectations for the candidate experience.

87% of candidates report that not hearing back from prospective employers is their most disliked area of the application process

Today’s sophisticated talent acquisition solutions use automation and intelligence to automate tedious, manual tasks, so you can focus on the more “human” elements of retail recruiting. Streamlining the hiring process lets you connect with candidates faster, smarter, and more confidently.

Automation alleviates the most tedious aspects of the hiring process, including candidate sourcing, resume screening, interview scheduling, and sending follow-up emails. Implementing automation tools not only saves time, but also minimizes human errors. This streamlined process not only enhances efficiency, but also improves the overall candidate experience.

Here are just a few ways automation can improve the retail hiring experience:

- **Automate Candidate Sourcing**

A comprehensive recruitment marketing platform can initiate outbound candidate searches and automatically invite qualified candidates to apply. This centralized, automated sourcing ensures a robust pipeline of candidates for every open job without relying on manual sourcing by your recruiters.





- **Streamline Pre-Screening**

Screening is a time-consuming part of a recruiter's daily responsibilities. But you can save hours of filtering through candidates with an automated AI-powered chatbot and instead spend time engaging in conversations with the most qualified candidates.

- **Reach Retail Candidates Where They Are**

In today's world, candidates are never far from their phones. Get more out of the mobile channel with intelligent texting and automation — including a text-based application process, automated textbots to answer common questions, and more.

- **Make Scheduling A Breeze**

Scheduling interviews can be a headache, but it doesn't have to be. With automated smart scheduling, you can easily propose interview times based on interviewer availability, automatically book the meeting when the candidate responds, and communicate schedule changes if needed.

4

Optimize the Candidate Experience

The candidate experience plays a major role in attracting and retaining talented retail workers. From the first contact until the offer letter is signed — and beyond — candidate experience can be the difference between getting the hires you want and watching them slip away.

In today's fast-paced retail world, that means making things as easy as possible for candidates, keeping the process moving, being responsive to candidates' needs, and delivering a personalized experience through custom, relevant communications.

The right technology can help you create an unforgettable candidate experience, through a combination of ATS capabilities, intelligent messaging, and more.





Here are a few things to keep in mind:

- **Start At the Beginning**

You can't improve the candidate experience until you understand it. That means mapping every step of the candidate journey to understand what great looks like. How long does each phase usually take? What are the communication points? Where do the bottlenecks usually occur? From there, you can take steps to eliminate roadblocks and simplify the process from start to finish.

46% of retail workers think it should take 15 minutes or less to apply for a new position.

- **Use Automation to Keep Things Moving**

Employ research shows that a lack of employer responsiveness is the top factor in a negative candidate experience. Smart use of automation can address this problem by streamlining manual processes. Automated textbots can also be used to answer common questions — anytime, day or night.

- **Keep Communication Open**

Develop stronger relationships with candidates by delivering engaging content that will nurture them throughout the recruitment process. Automated text and email campaigns can deliver timely information about perks, benefits, onboarding, and more.





5

Improve Onboarding

Onboarding is one area where technology can make a significant impact on your retail recruiting efforts. Implementing digital onboarding solutions, such as eLearning platforms and virtual orientations, can acclimate new hires to your organization more rapidly and efficiently. These efforts not only increase employee engagement but also contribute to long-term retention.

If you want retail workers to stick around — especially in today’s competitive environment — a good onboarding process is critical to helping them acclimate to the company, their team, and their responsibilities.

- **Make It Personal**

While some elements may be universal (like the benefits presentation and a welcome meeting with the new team), the overall onboarding experience should feel personalized for each individual.

A robust solution like Jobvite lets you coordinate onboarding activities with custom workflows based on department, position, location, and more. It also gives new employees full transparency into their onboarding tasks and other value-added information about the company and culture.

- **Don’t Neglect the Details**

Jobvite has a library of ready-to-use standard HR and government agency compliance forms, such as an I-9, to help centralize onboarding activities, while making HR paperwork completely paperless.

- **Measure Your Progress**

In order to understand the effectiveness of your onboarding program, you need to measure it. Track employee progress through onboarding tasks. Analyze whether your company is retaining new hires, and how long it takes to reach full productivity. Identify additional training needs. A robust technology solution makes it possible.





6

Track, Analyze, and Refine

The retail industry is all about numbers — and that includes the hiring process. But simply collecting data isn't enough. You need real insights from your recruiting data, and you need a way to communicate those insights to the right people, quickly and easily.

A recruiting dashboard can help by giving you a high-level snapshot of your top metrics in a user-friendly visual format. From there, you can gain insights to help you refine your processes over time.

- **Prioritize Your Metrics**

For most retailers, time-to-fill and bottleneck analysis provide the most value for optimizing the recruiting process. For example, are there certain hiring managers who are consistently slow to review resumes or submit feedback? Are specific regions or roles taking longer to fill than others? Questions like these are easy to answer when you have reporting at your fingertips.

- **Customize As Needed**

Lots of people need insights from recruiting data, but they don't all require the same level of detail. Recruiters need to see open requisitions, applicant counts, and hiring cycle progress — with the ability to drill into candidate profiles and resumes. Execs, on the other hand, want high-level visibility into things like time-to-fill and budget status.

Continuous improvement is crucial to the success of your retail recruitment strategies. With data analytics tools, you can track key performance indicators (KPIs) related to your recruiting efforts — such as time to fill, cost per hire, and candidate quality — to identify areas for improvement. By leveraging this data, you can refine your sourcing strategies, candidate screening processes, and branding efforts, ultimately leading to a stronger, more effective talent acquisition strategy.





Making the Case for Investing in Purpose-Built Technology

The retail industry has always been synonymous with high rates of employee turnover and shifting demands for seasonal hires. For talent acquisition professionals in retail, getting the right candidates through the door is crucial, but a speedy and efficient hiring process is just as important.

The right recruiting platform enhances how retailers attract, engage, and convert top retail candidates at scale — and dramatically improves your hiring outcomes.

Jobvite's Evolve Talent Acquisition Suite is designed to address retail pain points by accelerating the hiring process, leveraging AI and automation to streamline sourcing and recruiting, optimizing the candidate experience, and using analytics to improve hiring outcomes.

But before you make a pitch for an investment in recruitment technology, make sure you can articulate its value to key stakeholders, define its benefits, and explain its role in your talent acquisition efforts.

Here are a few pointers:

- **Define what you really need from a technology solution**

In order to clearly express the need for technology, you must first define your technology requirements and desired functionality. But that can be difficult, as every platform is unique and it's not always easy to understand what they include.

At a minimum, a talent acquisition platform should provide core capabilities like requisitions and applicant management.

You may have multiple vendors providing additional functionality, such as career sites, CRM, analytics, sourcing capabilities, talent management, content management, and recruitment marketing. Underlying all of these capabilities, many talent acquisition platforms include a layer of AI and automation that can improve overall efficiency and effectiveness.

- **Share key stats on the impact of recruitment marketing technology**

A report from Aptitude Research found that when companies invest in purpose-built recruitment technology, they are:

- 3x more likely to improve the candidate experience
- 2x more likely to improve conversion rates
- 2x more likely to improve overall decision-making in talent acquisition





- **Highlight the impact of technology in difficult economies**

Talent acquisition technology can help retailers thrive during times of economic uncertainty by elevating the employer brand and powering meaningful candidate engagement.

35% Without recruitment technology, just 35% of companies engage with talent pre-application — making it more difficult to forge meaningful connections with candidates.

The right recruitment software can help address this and other top talent acquisition challenges retailers face, including:

- Finding and attracting quality hires
- Competing for top talent quickly
- Retaining new retail hires longer

- **Make the move from many tools to one robust solution**

Having disparate technologies that support your talent acquisition function doesn't cut it for retailers today.

You need a holistic solution to gain a competitive advantage against other retailers.

Jobvite provides the only end-to-end talent acquisition suite with deep capabilities from intelligent sourcing to recruitment marketing to applicant management, new hire onboarding, employee referrals, & internal mobility.





Jobvite: Your Partner for the Future

Recruiters in the retail sector are always looking for ways to speed hiring, retain employees longer, and help their company stand out from the competition. As talent needs shift, recruiters need to get savvy to invest in technologies that help them hire qualified candidates who work harder and stay longer in the organization.

Jobvite offers an entire suite of tools purpose-built to support retail organizations navigate the changing global landscape and win the battle for top talent — and our unmatched customer service is with you every step of the way.

And while talent acquisition professionals in the retail industry face unique challenges, with **Jobvite's Evolve Talent Acquisition Suite**, you can revolutionize your retail recruiting process with ease. Schedule a demo with Jobvite today to get started.



About Jobvite

Jobvite, an **Employ Inc.** brand, delivers a purpose-built, scalable, and proven end-to-end solution that streamlines complex talent acquisition activities. We act as a strategic partner to empower our customers to meet their ever-changing business needs, driving predictable outcomes, creating engaging candidate experiences, and increasing efficiency by optimizing TA capacity.

To learn more, visit jobvite.com or follow the company on social media @Jobvite.

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