

Musgrave

SuperValu Centra

SuperValu

Transforming Ireland's Retail Recruitment Landscape...

How Musgrave Retail Partners Ireland worked with Amris to develop an innovative online recruitment strategy that has radically transformed the speed, efficiency and effectiveness of its recruitment activities in the space of seven months...

About Musgrave

Musgrave Retail Partners Ireland operates two retail store brands – SuperValu and Centra. The first is Ireland's largest grocery and food retailer, the second is Ireland's leading convenience retail group – and together they employ nearly 27,000 people.

To put that in perspective: a similar company in the UK would need to employ over 311,000 to match the proportion of the working population employed by Musgrave Retail Partners Ireland and its retailers in Ireland!

Strong business growth, combined with high levels of employment within the booming Irish economy, led the strategic HR team to initiate a bold online recruitment strategy at the end of 2017 – and that's where Amris came into the picture.

Defining and meeting the need...

The Musgrave team were looking for a solution that was simple, convenient and easy to use. Why? Because the majority of its stores are independently owned and run by hundreds of individual retailers, most of whom have little IT knowledge and experience.

After a comprehensive selection process, Musgrave chose Amris to provide the applicant tracking system that would be integrated into two brand new recruitment websites for SuperValu and Centra respectively.

“ Amris was hands-down the best system for our needs, offering the optimum level of simplicity without compromising on functionality. The team demonstrated a deep and very practical understanding of what we were trying to achieve. ”

Paul Minihan
Head of HR Advisory & Policy

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Implementing the solution...

The highly responsive Amris team stripped out all unnecessary complexity to make the system as straightforward and user-friendly as possible. All job titles, job descriptions and messaging were standardised to save time, simplify the process and ensure a consistent brand experience for candidates.

This experience was enhanced by the use of real-life video interviews with employees, a simple-to-use job search facility and - for candidates based outside of Ireland - brief descriptions and imagery of all the major cities and towns in the country.

Significantly, the HR team and Amris sought the engagement and feedback of retail partners throughout the development of the new online solution - visiting stores to demonstrate how it works, presenting the solution at annual HR forums, trialling it with a number of retailers prior to formal roll-out, and developing a range of multi-format, multi-media training materials.

Reaping the results...

Reinforced by a comprehensive social media marketing strategy, the new websites and candidate management system have generated outstanding results in the seven months since going live. HR Business Partner Cliona McHugh estimates a 30 percent reduction in management time and has been particularly impressed by the growing volume of candidates for vacancies in rural areas - a hitherto difficult problem to solve.

In addition to filling over 1,400 positions to date, the new solution has improved candidate quality to such an extent that some retailers are employing more candidates than they originally advertised for.

“The new site is absolutely brilliant. It has taken the work effort out of recruitment and the process has become paperless. In addition, the site is saving us a minimum of €10,000 per annum that we were previously spending on job boards. The quality of candidates is also 100% better than before.”

Jonathan Balfe
SuperValu, Churchtown

About Amris & the Pixid Group

Amris is the ATS of choice for public and private sector organisations. Amris ATS provides innovative solutions, allowing you to attract and hire the right candidates, control and track the whole recruitment process, building talent pools to drive direct sourcing.

Pixid Group, the European leader in end-to-end cloud-based recruitment solutions (www.pixid.co.uk)

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