

# Weirdly + Target

## Target smashes its targets for store recruitment

### About Target:

Total Employees

**409,000**

Locations (Global)

**1,904**

Aus Employees

**13,000**

Locations (Aus only)

**134**

Applications /month

**14,000**

Peak volume /month

**30,000**

Weirdly user since

**2019**

### Faster time to hire, better hit rates - welcome to the future of high-volume recruitment.

Target is one of Australia's largest employers, with 12,000 people employed in over 130 stores across the country.

In the pre-Weirdly days, managing recruitment for retail staff was left to the individual store managers. As the Head of Talent Acquisition for Kmart and Target, Meisje Powley knew store managers were under the pump - they needed to focus on running their store, managing their team and meeting the needs of Target customers, not the detail of recruiting.

That's when Meisje embarked on a mission to centralise store recruitment. A big part of the solution design would be around leveraging technology.

### Weirdly ticked the wish list

Meisje has spent time working at the pointy end of recruitment for giants including Ikea, BP, Nissan and Adidas, so she knows the traditional way of doing things - and she wanted to do things differently. She needed a better, faster way of screening candidates for fit and availability, and a streamlined system for booking interviews with store managers. But candidate experience was equally important - even unsuccessful candidates had to come away with a positive feeling about Target.



Meisje researched a number of off-the-shelf products, and while she started using the company's existing ATS, she found its manual processes unwieldy.

"It wasn't built for high volume – people would apply and we'd have to pull spreadsheets to understand their availability. It was very, very time-consuming."

But when she sat down with Weirdly CEO Dale Clareburt, something clicked.

"I said, here's my wish list – tell me what's possible," she says.

Just a few days later, the Weirdly team was back. "It went from a screening tool to building a talent community, where we can nurture a big community of people who are ready to go for casual hiring," enthuses Meisje.

## Faster screening, no resumes, better candidates

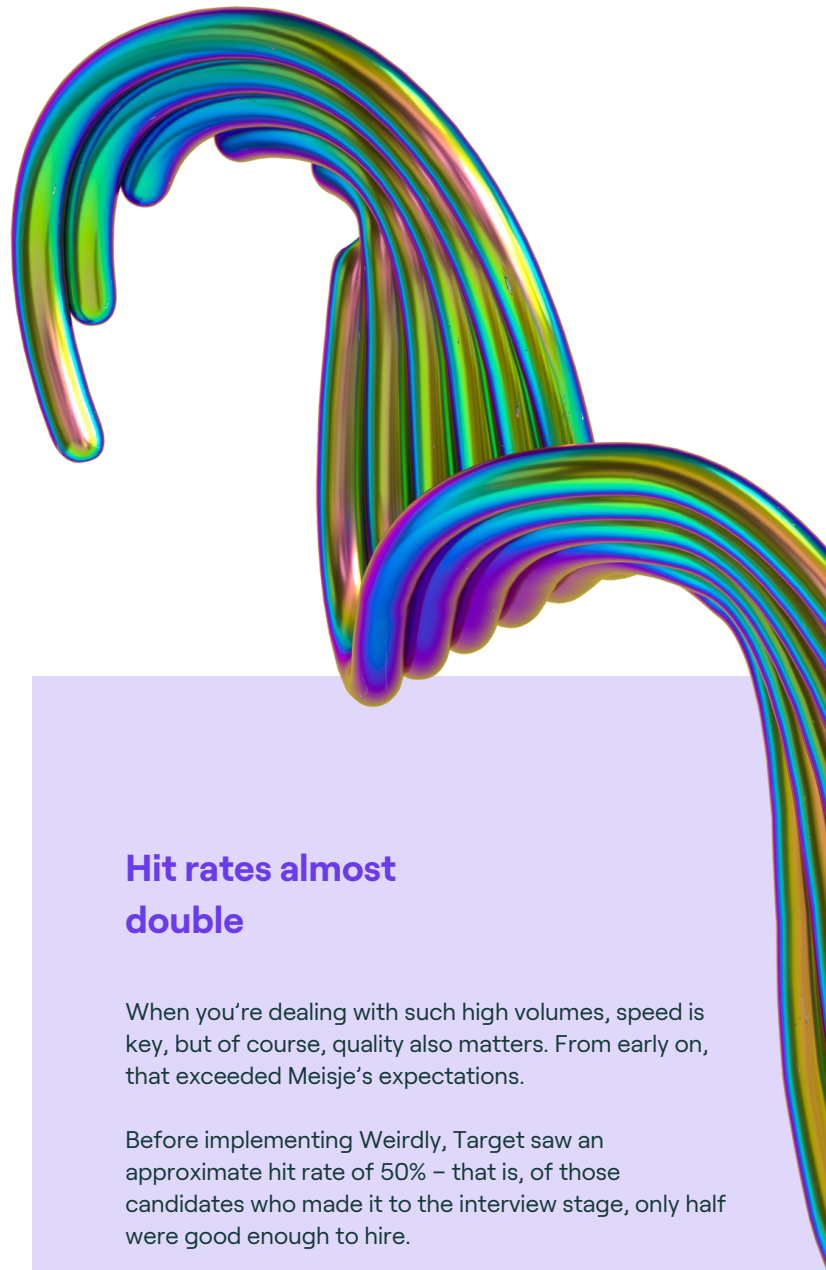
Weirdly's openness to customising its platform to Target's needs meant the tool suited Meisje and her team perfectly – at one end, a talent portal with a screening assessment and automated communications to keep candidates engaged. At the other end, instant long-lists and automated booking tools to make life easier for Meisje's team.

Rather than submit a resume, candidates apply for a job using the Weirdly assessment. This automatically filters candidates based on location, availability and fit with Target's values and way of working. This let Meisje do away with resumes.

## "Slick and quick" interview-booking process

The next step was getting them in front of store managers. Weirdly came to the party there too: an integration with Calendly meant candidates could book their own interview times.

"This piece of getting candidates to interview is so slick and quick," says Meisje. Store managers then log into their portal and mark candidates as successful, which triggers the working rights and contracts processes.



## Hit rates almost double

When you're dealing with such high volumes, speed is key, but of course, quality also matters. From early on, that exceeded Meisje's expectations.

Before implementing Weirdly, Target saw an approximate hit rate of 50% – that is, of those candidates who made it to the interview stage, only half were good enough to hire.

"That rose to a 90% hit rate initially and now we have settled to around 70 – 80%," says Meisje.

Meisje puts that down to the Weirdly pre-screening assessment – she can see a direct correlation between candidates' percentage fit in the assessment with the quality of hire.

"If candidates go below the alignment benchmark on the Weirdly quiz, the hit rate is impacted. Above that and we see the quality come through," explains Meisje

Hires from interviews

**85%** ▲60%

Hire quality

**Weirdly scores correlated to interview quality**



## Huge improvement on indigenous hiring

The portal also aligns with Target's ongoing quest for diversity and inclusion. Removing the need for resumes helps reduce unconscious bias in the recruiting process, focussing less on factors like work history and education, and more on alignment and fit. Candidate profiles that identified as indigenous were flagged, so the team could dig into the profiles further, and consider making exceptions for those who might not have hit the threshold.

"We have indigenous employment advisors across Target and Kmart, so we've learned a lot around what makes the process inclusive. We're still learning and evolving it."

That focus has paid off.

We want to reflect the communities we operate in and be as inclusive as possible.

Meisje Powley

## Let the numbers speak

When you add up all the numbers, they paint an impressive picture of what Meisje and Target have done with Weirdly.

### Boosted diversity

Huge increase in indigenous applicants interviewed

### Hit rate increases almost double

85% of those interviewed: hired, up from only 50% pre-Weirdly, overall sensitivity around indigenous comms

### Increased candidate quality

Direct correlation between Weirdly scores and quality of candidates at interview

### Exceptional candidate experience scores

Average of 8.9/10

## The future of high-volume recruitment

As far as Meisje is concerned, this is the way high-volume recruitment should be done.

"It needs to be a great experience for all involved – the candidate, stores and my team".

The results have been so good, Meisje is using Weirdly for Target's Careers Hub project, and is also rolling it out across Kmart, with the big goal of delivering commercial results.

"That's all I think about. How do I make things quicker? How do I deliver a better candidate experience? Dale and the Weirdly team are aligned with that," says Meisje. "I would definitely recommend Weirdly, and already have. It works so well for us."

## Treating candidates like customers

Improving candidates' experience was a key driver for Meisje and her team – after all, candidates and their families are very often the same people who shop at Target. Using Weirdly's NXS feature – a candidate rating tool similar to an NPS score – they immediately saw that Weirdly's easy quiz format resonated with candidates.

For Meisje and her team, this is the icing on the cake – delivering a candidate experience via Weirdly that helps keep Target customer loyalty high, and turns candidates into brand advocates.

NXS (cNPS)  
rating  
**8.9 / 10**



## Want more?

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