

2021 UseCase:

# Stand-alone ATS for high volume.

**As used by:**

High Volume Retailer (Aus)  
Major DIY retail chain (Aus/NZ)  
High Volume Retailer (AUS/NZ)  
Leading QSR(pizza) Franchise (Aus)

# The Challenge

With thousands of people employed in over hundreds of stores across the country, one of Australia's largest employers left the bulk of their staff recruitment to individual store managers.

As you can imagine, this caused headaches:

- Store Managers were already too busy and had little experience to roll out best-practice recruitment.
- Stores were sometimes creating employment contracts themselves, opening the company up to a fair amount of risk.
- And most unsuccessful candidates? They simply didn't hear back. The company's head of talent acquisition was even fielding calls from parents asking why the retail giant had ghosted their child. As many as sixty thousand people who had applied hadn't been given an outcome.
- Finally, this less-than-stellar experience was certainly impacting brand loyalty with candidates and their wider networks.

The answer was to centralise the store-level recruiting function, but the company couldn't do it using the company's existing ATS.

Slow and manual, it would have required spreadsheets and lots of hours – essentially making it un-workable. They needed a way to streamline screening candidates for fit and availability and a simple system for getting candidates to interviews with store managers. On top of that, the candidate experience remained all-important

## **This use-case is for you if you :**

- Are dealing with manual-heavy processes (like scheduling interviews or managing offer documents)
- Can't get candidates into stores fast enough
- Wasting time battling with ATS functions that aren't designed for high volume
- Need to deliver create a great experience, even for unsuccessful candidates
- Can't seem to boost diversity or candidate quality

# Weirdly Features/Modules implemented

## 1. Talent platform (volume-ATS with configured workflow)

A simple 'bucket' system removed most of the manual effort. Candidates are dragged and dropped into a shortlisted bucket, automatically triggering emails to the candidates and store managers. Following interviews, successful candidates are dragged and dropped into documents buckets, triggering working rights and contracts processes.

### 3. Job Postings (Instant longlists)

Think of these as a saved search of the talent pool. The admin entered the criteria they were searching for - things like location, age range, shift availability - and an instant longlist of candidates was generated. From here, the recruiter could further screen and process.

### 4. Process Automations (interview scheduling and document management)

With instant **interview scheduling**, candidates are invited to interview by simply dragging them into a bucket. The candidates select from available times, cancel or reschedule, and are reminded automatically.

**Working Rights** documentation is automated by simply moving candidates (individually or in bulk) into a bucket. This triggers Working Rights documentation to be sent and signed by the candidates.

On completion, they're automatically moved to the next bucket - **Contracts** - where a docuSign contract can be triggered to send (individually or in bulk) for signing by both the candidate and hiring manager.

Once this automated workflow is complete, the candidate is automatically moved to the Hired bucket where they are automatically uploaded into the HRIS (Success Factors) for **payroll and onboarding**. See the workflow diagram below for more info on this.

### 3. Reporting dashboard (ROI)

The TA and department heads could login and view a live reporting dashboard at any time. This allowed them to track and adjust strategy, as well as report back on monthly goals and KPIs. This dashboard included key process/funnel, diversity and completion metrics. As well as custom metrics specific to their organisation.

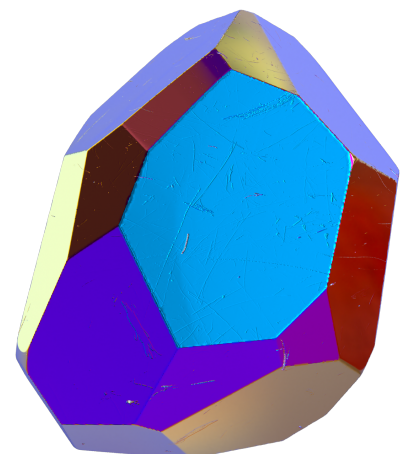
### 4. Multi-channel communications (Process + Nurture comms)

Candidates are nurtured throughout the process with automated emails and SMS messages. They're guided through registering into the Talent Pool and periodically nurtured so information remains up to date and employer brand loyalty is built. Perhaps most importantly, unsuccessful candidates are supported with positive and timely notification.

Alongside Candidate communications, Store Managers are also notified regularly at relevant stages of the process.

### 5. Customised Talent Assessment (Remove resumes)

A fast, fun quiz, designed to assess a candidate's fit with the retailer's values and soft skills. All candidates scoring over an agreed threshold (based on validity and reliability analysis) were automatically long listed. This also removed the need for resumes, which minimised unconscious bias.



# Implemented fast and results felt immediately

**Time to onboard:**

9 weeks from contract signing to Go Live

**Onboarding support:**

Dedicated onboarding team liaising with key customer-contact (project lead)

**Ongoing Support:**

24/7 chat support for candidates, store managers and admins

On-demand knowledgebase

Dedicated customer manager for email and phone contact (agreed business hours)

85%

Hires from Interview  
increased

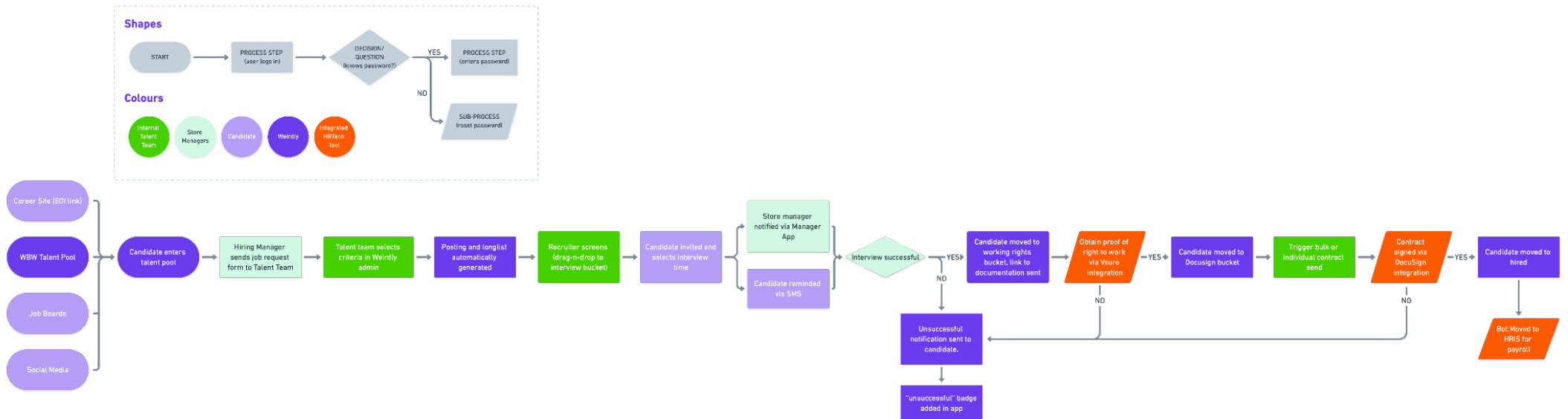
# Example Workflow

Here's a typical workflow for this use-case: With Weirdly implemented as a stand-alone, high volume ATS (separate from an org's usual Corporate-role ATS).

Integrations with other parts of the recruiting team's HRTech stack include:

- Career site (for candidate attraction into the Talent Pool)
- Zoom/Microsoft Teams (for video interviews where necessary)
- Working Rights verification tools (eg. Vsure)
- Contract delivery tools (eg. DocuSign, PandaDocs)
- Corporate ATS/HRIS (eg. Success Factors)

\*Note: This is a simplified workflow. Please contact one of our team to get a deeper breakdown of each step including specific automations, integrations and comms steps.



# Metrics of Success

## Time to first shift

Since implementing Weirdly this company has improved time from Job Req to First Shift from 16weeks to 6 weeks. Time to offer is also down as low as 42hours in some cases.

## Hire quality

Direct correlation between candidates' percentage fit in the assessment with the quality of hire.

## Boost diversity

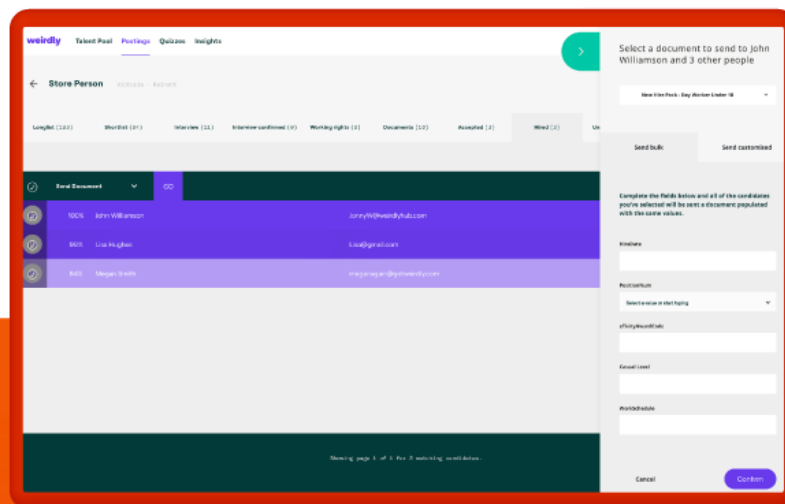
Being able to track self-identified indigenous candidates made for better quality reporting. Weirdly volume ATS customers are now generally achieving diversity throughout the funnel that is representative of their store locations. For one customer, that means 95% of indigenous candidates reach the interview stage and 95% of **those** are hired.

## Candidate experience

Using Weirdly's NXS feature – a candidate rating tool similar to an NPS score – the companies are scoring an average 8.9/10. Those complaints from parents have also stopped.

## Hire hit rate

Before implementing Weirdly, these companies saw an average hit rate of around 45-50% – that is, of those candidates who made it to the interview stage, only half were good enough to hire. With Weirdly, that's getting as high as 90%, with an average of 80%.



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