

# HELPING MARKS & SPENCER TRANSFORM THE RECRUITMENT EXPERIENCE

## CHALLENGE

M&S is one of the UK's leading retailers, with 1,382 stores worldwide - 914 of which are in the UK. The business employs more than 83,000 people and serves over 33 million customers each week so volume recruitment is a huge part of maintaining organisational success.

## WHAT LED TO THE NEED FOR A NEW SYSTEM?

M&S needed an application system that could handle the high volumes of applications to roles across the UK to help it be able to offer exceptional customer service to the 33 million plus customers that come through its doors and over 6.1 million people that log-on to its website every single week.

Typically customer assistant vacancies alone were creating between 35 and 40,000 vacancies per year largely during the seasonal peaks of Easter, summer and Christmas. In total, the store was receiving at least 200,000 applications for this single role across the UK.

## WHAT DID OLEEO DELIVER?

Oleeo for High Volume Recruiting and Oleeo for Retail Recruiting helps the M&S recruitment team and shared services team handle the hundreds of thousands of applications it receives across the whole organisation. The system, with technology from Oleeo partners integrated within it, affords the organisation more consistency in the recruitment process and better candidate selection in a simple two-step process that takes applicants all the way from application to on-boarding.

The technology that Oleeo for High Volume Recruiting and Oleeo for Retail Recruiting consists of allows M&S to manage the entire recruitment process and significantly reduce the time to hire without jeopardising quality. It allows an organisation to post one vacancy instead of 50 for a single post using bulk processing.

*"Oleeo offers us a very lean and efficient two-touch process to volume recruitment. We can limit the number of applications from applicants to just one to avoid duplication and store conflicts compliant to business rules. That gives us a typical time to hire of three days at best, variable across the country."*

**Andrew Paterson,**  
M&S Recruitment team

**3 DAYS**

fastest time from application to hire for customer assistant roles

**200,000**

job applications for customer assistants processed by Oleeo



## RESULTS

Key results identified by Marks & Spencer

### Store conflict application controls

M&S can now ensure candidates only make 1 application per role avoiding store conflict.

### Duplicate checking

Duplicate checking occurs at the application stage using business rules.

### 1 hour turnaround

At its fastest, applicants can be contacted within 1 hour from application to booking an interview.

### Significantly faster time to hire

Time to hire typically now significantly faster to as little as 3 days.

### Increased conversions

Greater conversion through robust testing and application flow.

### Uninterrupted application flow

There is no break in application flow.



# MORE POWERFUL TOGETHER

M&S

## OLEEO CASE STUDY

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