Recruit Like a Retailer

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HCLE Standards

Talent Acquisition: Recruiting

Retailing vs. Recruiting

Retailing is the art of selling a product to a consumer.

Recruiting is the art of selling a career to a candidate.

Key Lessons From Retail

- Key Performance Indicators (KPI's): Traffic, Conversion, & Sales
- Customer Satisfaction
- Comps (Year-to-Year Comparisons)
- Customer Profiles
- Multi-Channel Marketing
- Customer Journey
- Customer Engagement
- Analytics

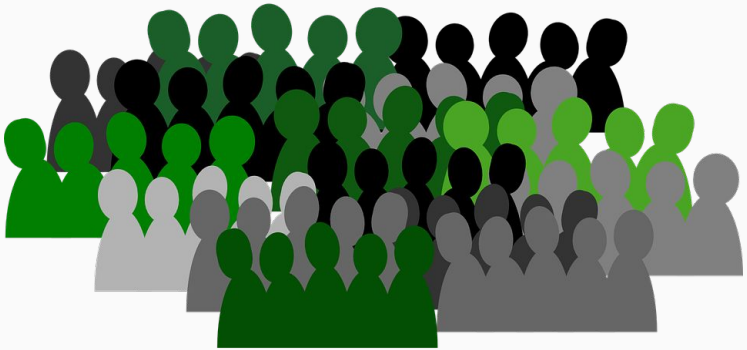
KPI: Traffic

Retail

- Number of customers that visit the store or website

Recruiting

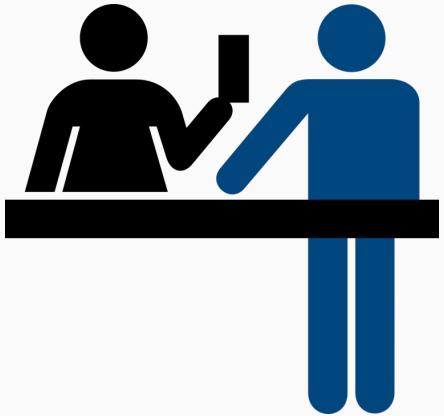
- The number of candidates that visit the booth, district, or website



KPI: Conversion

Retail

- The number of customers that make a purchase



Recruiting

- The number of candidates that apply for a job

KPI: Sales

Retail

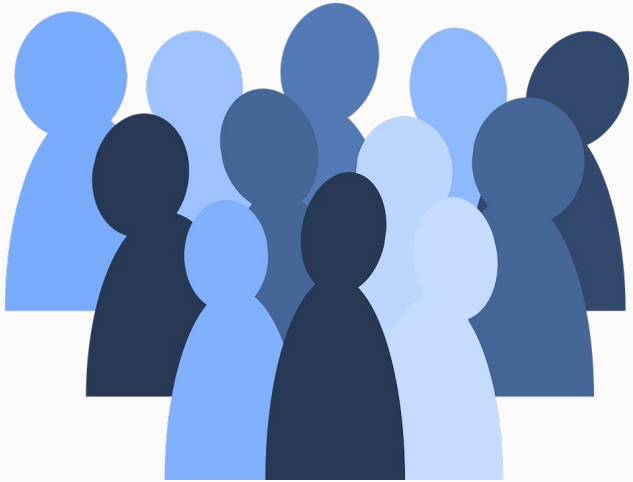
- The dollar amount of product sold

Recruiting

- Number of hires

Retail Flow

Traffic



Conversion

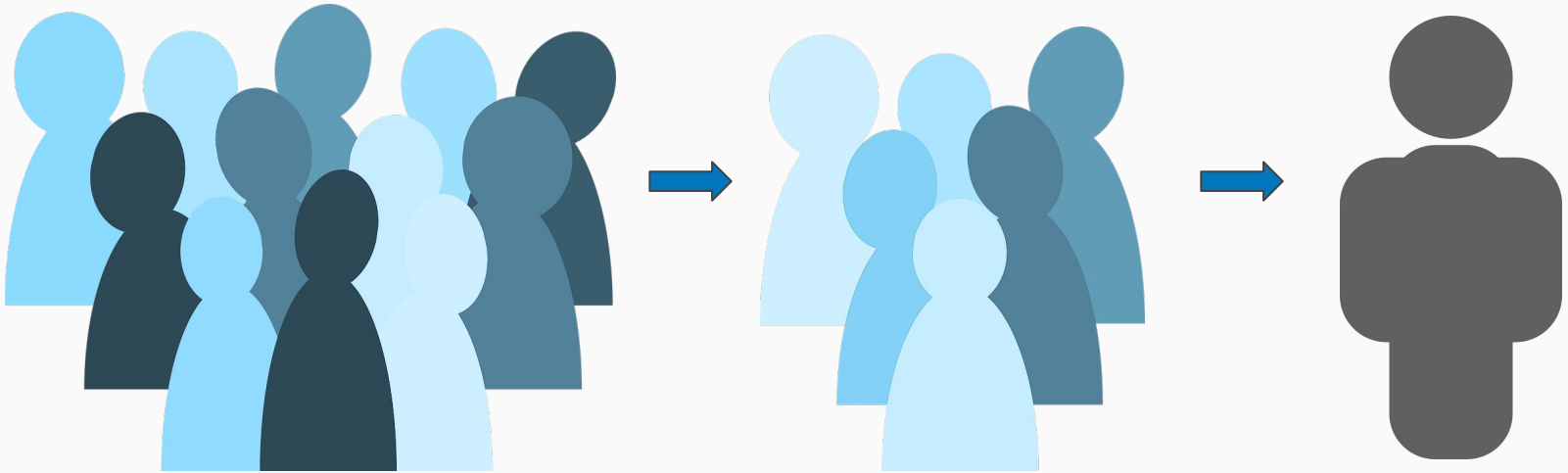
Sales

Recruiting Flow

Candidates

Applicants

Hires



Customer Satisfaction

Retail

- How satisfied is the customer with their interaction?

Recruiting

- How satisfied is the candidate with their interaction?

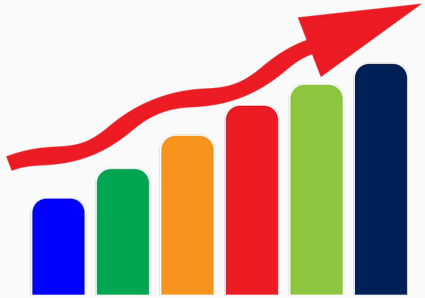
Comps (Year to Year Comparisons)

Retail

- Traffic
- Conversion
- Sales

Recruiting

- Candidates
- Applicants
- Hires



Customer Profile: Customer Types

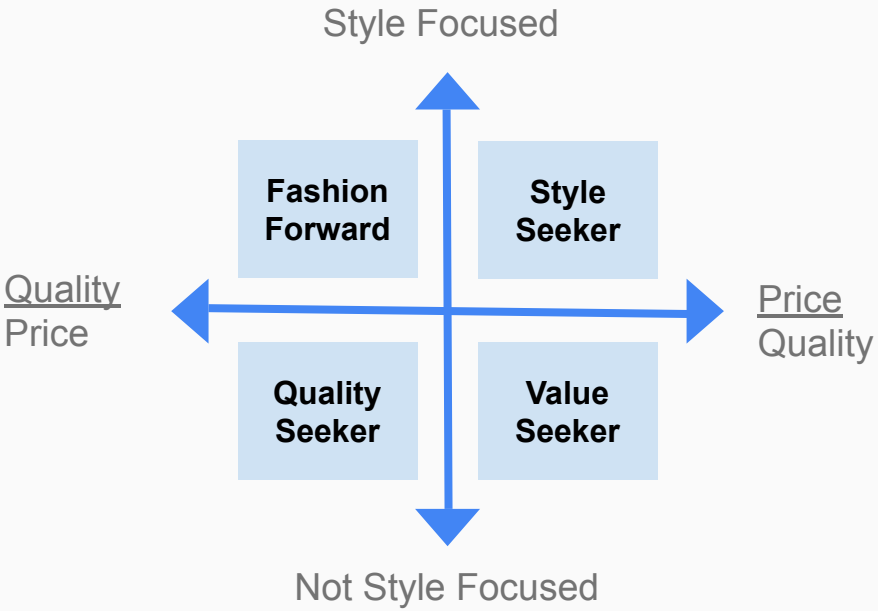
Retail

- Who is your customer?

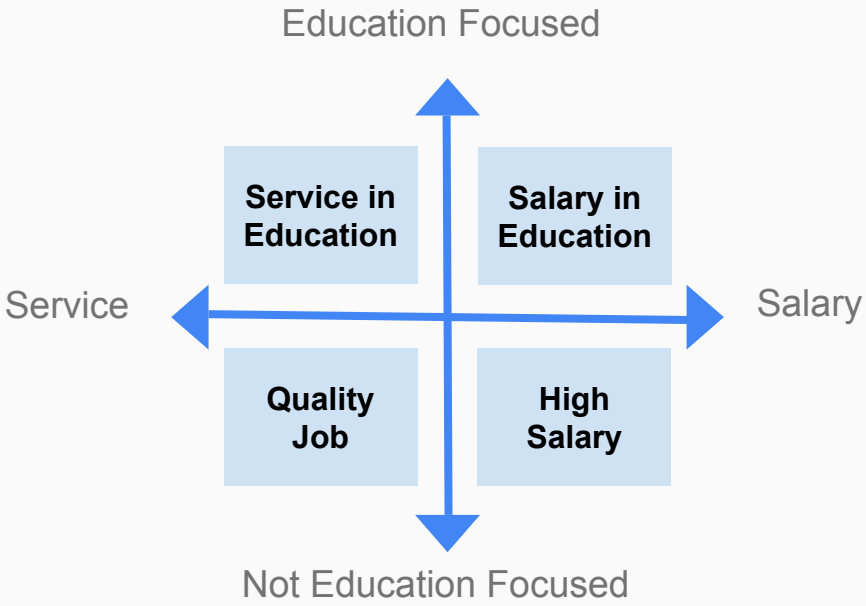
Recruiting

- Who is your candidate?

Retail: Customer Segments



Recruiting: Candidate Segments



Customer Profile: Personas

Behaviors

Attributes

Motivations

Goals

Emotions

Customer Profile: Expressive Mom

- Young and optimistic
- She prioritizes her kids and believes their appearances are a reflection of her
- She wants her children in the latest trends that reflect her own style sensibilities
- She has children so shopping needs to be made easy!

Candidate Profile:
Stay-At-Home Mom / Substitute Teacher

- She wants to be involved in her children's lives and education.
- She believe that her children's education is important.
- She likes to have control of her schedule to be able to take care of her children's needs.
- She has children so applying needs to be made easy!

Retail Communication: Multi Channel Marketing

	Radio, TV, & Print Media	Online Ads	Social Media	Email	In Store Displays
Fashion Forward					
Style Seeker					
Value Seeker					
Quality Seeker					

Recruiting Communication: Multi Channel Marketing

	District Website	Social Media	School/ Building	Career Fairs	Email	Print Media
New Teacher						
Experienced Teacher						
Substitute Teacher						
School Bus Driver						

Customer Journey: Retail

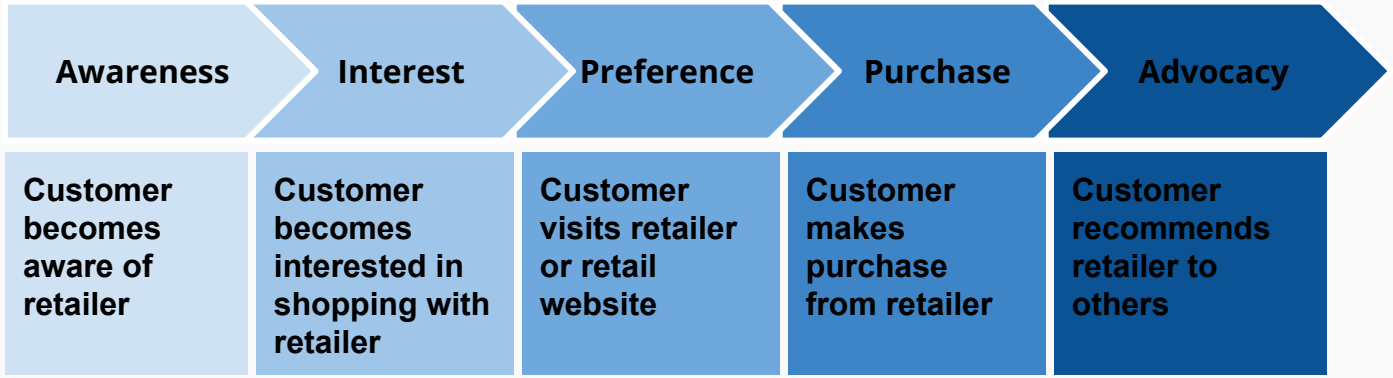
Awareness

Interest

Preference

Purchase

Advocacy



Customer Journey: Recruiting

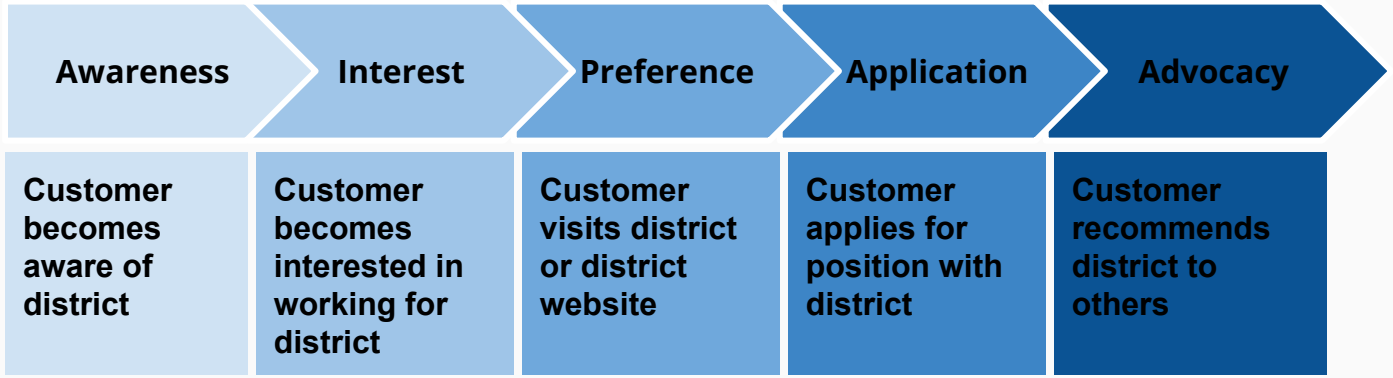
Awareness

Interest

Preference

Application

Advocacy



Customer Engagement

Retail

- Great shopping experience
- Effective brand marketing
- On-trend targeted product
- Efficient operations

Recruiting

- Great candidate experience
- Effective employment brand marketing
- Targeted recruitment
- Efficient operations

Create an emotional connection!

Analytics

Retail

- Conversion
- Traffic
- Sales
- Comps
- Time spent in store
- UPTs
- DPTs
- Margin
- Markdowns
- CSATs

Recruiting

- What do you currently measure?
- How are you using that information?
- What can you do differently?

Questions?

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