



Helping one of the UK's retail giants move towards a standardised, central approach to recruitment.

www.aldirecruitment.co.uk

Background

There are few people in the UK who will not be aware of the meteoric rise of Aldi. Having recorded double digit growth, Aldi is now Britain's sixth largest supermarket and one of the fastest growing companies in the UK. Aldi is currently opening more than one new store every week.

To support the company's growth, the Aldi Academy was launched in October 2013. The new facility, was based at its Middleton distribution centre, but has recently been moved to Bolton; as a centre of national excellence for recruitment and training, replacing a previously decentralised and regionally-operated recruitment process.

Aldi Stores and Vacancy Filler

Moving to a standardised central approach to recruitment was an important step to ensure that Aldi could meet its ever growing requirements. It was also essential that the new academy was operationally efficient and did not significantly increase overhead costs and allowed Hiring Managers to retain ownership and to continue to manage the recruitment process for themselves.

At the outset of the project, the Aldi Academy looked at a number of different aspects of the recruitment process, broken down in to three work streams:

- Create a candidate marketing and attraction process to promote Aldi as an employer of choice
- Build a competency framework to identify and define Aldi's essential and desirable selection criteria
- Implement an integrated Applicant Tracking System to manage, automate and streamline the recruitment process

Each stream was managed by a separate supplier, each a specialist in their own area and led by the Aldi Academy.

Aldi chose Vacancy Filler Recruitment Software as its technology partner to implement its Best-in-Class Applicant Tracking System. Vacancy Filler was chosen for its ease of use and its guided candidate shortlisting functionality whereby candidates can be scored by the Hiring Manager against essential and desirable criteria ensuring a uniform process.

Ruth Doyle Regional Managing Director at ALDI UK said "The Vacancy Filler system has improved the quality and frequency of candidate engagement and provided us with a consistent and repeatable process across all of our eight UK regions. It will also deliver valuable management information to support our expansion programme."

"The Vacancy Filler system has improved the quality and frequency of candidate engagement..."

Overall the recruitment process project was broken down into two sections – the Candidate Journey and the Hiring Manager Journey.

For the Candidate Journey part of the 'candidate marketing and attraction' work stream, the Aldi careers website was totally re-vamped. It promotes Aldi as a first class employer and acts as the first stage of filtering by telling candidates what's expected of them should they be successful. If the candidate wishes to apply, then they pass through Vacancy

Filler's Intelligent Screening Questions and Situational Judgement Testing stages to filter out unsuitable candidates before being invited to complete an application form. This was one of the key design principles for the project as much time was previously wasted by having to sift through large numbers of unsuitable candidates.

The candidate journey is tailored according to the role. Candidates that successfully complete the candidate journey then go through an extra stage of filtering, using one of the delivery partners, to pre-screen candidates. One of those pre-screening options is to invite candidates to conduct a video interview in their own time, the results of which can be viewed within the system.

After screening, the candidate is automatically routed to the Hiring Manager where the candidate will step through each stage of the process prior to hire. The Vacancy Filler software guides the Hiring Manager and the candidate through each stage of the process, automatically notifying the candidate if they were successful (or otherwise) by inviting them for assessment using the Vacancy Filler Event Management functionality. The Hiring Manager, using a "checklist", scores candidates following assessment to ensure consistency across the process. At the point of hire, the system generates a Conditional

Contract of Employment and if accepted electronically, will go onto capture the New Starter information.

"We have been able to take a more holistic approach to our recruitment..."

Ruth Doyle added, "We have been able to take a more holistic approach to our recruitment which now allows us to forward-plan our people requirements more

effectively for the next 12 months. This highlights any action we need to take to fulfil those requirements."

The implementation and rollout commenced in September 2014 to coincide with the seasonal graduate intake. The Vacancy Filler Recruitment Software was further extended before rollout to each region in January 2015 which completed at the end of June. The system processed in excess of 1.5 million candidates in a nine month period from September 2014, for area manager and store roles.