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# From Advertising in shop windows to cost-efficiency and effective, volume recruiting

## Company Background

Rohan is the original all climate clothing specialist. Established in 1972, the company designs and manufactures a comprehensive range of lightweight, packable, easy to care for clothing that uses the world's most advanced fabric technologies and which offers protection from every climate in the world.

Ian Palmer is responsible for all Rohan personnel in every location. The company employs 75 people in the Head Office in Milton Keynes as well as staff in 37 shops throughout the UK.

## The Recruitment Process

For a while, staff in the shops were recruited via a basic advert that was placed in the shop window at the location where the company were recruiting, as well as in the local job centres. Office staff were hired through agencies, which the company relied on quite heavily, as well as through advertisements in newspapers. CVs were handed in on paper or sent through the post, and even emailed CVs had to be printed out.

The rapid expansion of the business meant that Ian needed to find a way of recruiting good staff – both for the shops and for other functions – quickly and efficiently. Although initially somewhat reluctant to embrace an online recruitment

system, he decided to take a quick look at the Vacancy Filler system, and immediately realised its potential for helping him to overcome his recruitment challenges.

Ian said, “Having used the software for a little while now, we definitely operate our recruitment process in a much more professional manner than before – and much more cost-effectively too. Going to an agency is addictive, as it’s so easy – but it was a good habit to break.”

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### **The Vacancy Filler Benefits**

An example Ian gave of the benefits the Vacancy Filler system has brought is the increased efficiency of the recruitment process for staff for Rohan’s largest shop, in Covent Garden. Rohan needed sales people for the shop, and had over 1500 applications over one weekend. Prior to taking the system it would have been extremely difficult to process these.

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“The Vacancy Filler filter function allowed us to quickly highlight those applicants that were suitable for the role and the company,” said Ian Palmer. “We filtered by looking for specific skills in the CVs. This meant that we were able to get a better quality candidate and at the same time they were easier to find.”

Another example Ian cited was of a manager who they hired but who for personal reasons had to leave after some three weeks. Because of the system and its Talent Pool feature, which keeps details of applications on file, Rohan was able to look back at those who applied after the interviews and also those who were shortlisted before. “We ended up with a really good candidate who has worked out very well, without having to advertise and go through the entire process all over again,” said Ian.

Finally, we asked Ian, what would life be like if he went back to not having the Vacancy Filler system?

Ian was quite firm in his reply. “I can’t even think about that,” he said. “I refuse to accept that as an option - it would be a nightmare. If you took the system away tomorrow I’d have to go straight out and find another one to use. We couldn’t go back.”