

CASE STUDY

Using automated video interview, Hunkemöller was able to gain a better first-impression early in the process and efficiently screen a high-volume of candidates to grow their company.

Efficiently screening a high-volume of candidates while providing a great candidate and employer branding experience.

Founded in 1886 in Amsterdam, Hunkemöller has grown into the largest high-street lingerie brand of the Benelux. With around 3500 employees and more than 700 stores in 16 countries, the lingerie retailer has developed a multi-channel strategy for expanding its operations throughout Europe and beyond.

Managing a high volume of candidates

Opening 52 new stores in 2015 alone, Hunkemöller needed to build an operation that could cope with the ongoing European growth and increasing recruitment demand. Due to the large number of new vacancies and popularity of the brand, the retailer was facing over 70.000 applicants per year, putting a tremendous pressure on the recruitment process. Understanding that their people are the heart of their company, hiring for attitude and training for skill was developed to emphasize the importance of the right personality. At the same time, the huge amount of applicants was making it hard to efficiently separate the wheat from the chaff, so to speak. Many applicants were invited based on their CV, but did not proceed after their first interview, wasting the valuable time of the hiring manager, recruiter and candidate.

Creating an engaging but efficient process

Wanting to hire a high volume of quality candidates for their customer facing roles in the shortest amount of time, they needed to revise their current process. Their focus was not only to easily find and select the best talent, but also to provide a process that would fit the preferences and demographic of their candidates, continuing to position Hunkemöller as an attractive brand. For the energetic and innovative recruitment team of Hunkemöller, video interviewing seemed to be the perfect solution to achieve their objectives. Starting with a pilot in the Netherlands and Denmark to hire Mini Jobbers, Store Managers, Sales Assistants and Assistant Store Managers, Cammio provided them with a fully branded online interview environment to interview candidates remotely. Linked to their career page and integrated with their Applicant Tracking System, HROffice, Hunkemöller was able to benefit from a seamless and efficient video interviewing workflow.

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Fast-track recruiting using automated video interviews

Using automated video interviews, Hunkemöller was able to efficiently screen a high volume of applicants while providing a great candidate experience. The use of video provided them with a better first impression of their applicants, making it easier to identify the strongest candidates in the earliest stage of the process. Interviews were shared amongst the Hunkemöller team to easily involve multiple people in the process and collaborate on who should move forward. They were able to confirm that they were pushing a smaller and better qualified group of candidates forward for face-to-face interviews, proving this method was successful. From there, they began to roll-out the product to multiple countries within Europe as they expanded their stores. The use of video not only helped them to enhance their internal-process, they also experienced a candidate adoption rate of 80% with overwhelming positive feedback on how keen they were on using the platform.

Improved recruitment efficiency. Better matches

Thanks to Cammio, Hunkemöller was able to enhance their recruitment process efficiency and improve their quality-of-hire. Since its adoption, the retail powerhouse has sent thousands of invitations to candidates across Europe, pre-screening them based on personality and attitude in order to grow their company with passionate new employees. To further strengthen their recruitment activities in 2016, Hunkemöller will further roll out the use of video in areas in the DACH and Benelux regions.

“Creating a great ‘on brand’ experience for the applicant, and at the same time being able to get a truly efficient recruitment process is what we have accomplished together with Cammio. We have been successful in getting the best of two worlds into one process!”

- Suzanne Bisschop, Hunkemöller



Cammio is a powerful cloud-based video pre-screening recruitment platform helping candidates and employers towards better hiring matches with a visual first impression. Cammio uniquely combines live, automated and video pitch interviews within one integrated platform that is easy and fun to use. Both small and big enterprises rely on Cammio to power their daily search for the best candidate while reducing recruitment cost and time-to-hire. No Talent to Waste!