

HUNKEMOLLER CASE STUDY

HIRING FOR ATTITUDE AND TRAINING FOR SKILLS USING A VIDEO-POWERED PROCESS

Hunkemöller was able to successfully execute their 'hire for attitude, train for skill' strategy. Using a video-powered hiring process, the retailer was able to efficiently screen a high-volume of candidates based on personality while providing an engaging and on brand 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 more than 1 new store a week, 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 100.000 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.

Hunkemöller receives over **100.000 applicants** for their customer facing roles every year.

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. 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, Hunkemöller was able to benefit from a seamless and efficient video interviewing workflow. After a successful pilot in the Netherlands and Denmark in 2014, Hunkemöller further rolled out the use of video in other regions and is currently using Cammio in 7 European countries.

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. The new process resulted in a significant improvement of the hiring rate and lower staff turnover. They were able to confirm that they were pushing a smaller and better qualified group of candidates forward for face-to-face interviews, improving their hiring rate from 1 in 12 candidates, to 1 in 5. 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.

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

- Suzanne Jansonius, Hunkemöller

Implementing video into the selection process enabled Hunkemöller to efficiently execute a ‘**hire for attitude, train for skill**’ strategy.

The employer managed to improve their hiring rate from **1 in 12** candidates, to **1 in 5**.

Hunkemöller lowered their **staff turnover** and experienced a candidate adoption rate of **80%**.