



# Lovisa's Innovative Approach To Save Time and Money with e-Recruitment

Fashion Jewellery Brand Lovisa are turning recruitment on its head by utilizing e-recruitment technology and video resumes to bring energy, excitement and FUN to the process. In this article, we chat to Lovisa's Operations Manager - Alice Davis about how this approach has changed the face of their hiring process and how it could save YOU time and money.

One of the biggest complaints about the recruiting process is the time it takes to complete. Most managers are busy enough as it is. So the idea of being bombarded by countless emails and phone calls from potential applicants, sifting through resumes and dedicating time for multiple interviews doesn't sound like too much fun. E-recruitment software can be a tremendous help in reducing the many hours it takes to attract, screen and contact applicants because the system will complete many of these steps for you.

Most high quality e-recruitment systems incorporate screening questionnaires that allow you to score applicants against your key selection criteria. If they do not meet your requirements, they will not progress further in the recruitment process, allowing only quality candidates to come through the review stage. This can really help to reduce the number of applications you need to review and save you lots of time.

Lovisa have taken this concept a step further. "When our Management Team read resume after resume, they all started to look the same, and you really only begin to get a true impression of someone when you interview them face to face. So we fast tracked that process. Rather than receiving countless resumes, we now require applicants to submit a 2 min video of themselves. We give them 4 simple questions to answer about why they want to work for us, what they feel they can bring to our brand and what 'it's about the Customer ALWAYS' means to them. The videos really allow their personalities to shine through so we can more quickly assess whether they could be right for our brand and our customers. That saves us so much time because it means we will only be interviewing quality candidates. An extra benefit is that the videos also make the recruitment process far more interesting and engaging for our Management Team." Alice Davis – Operations Manager at Lovisa.

Another major time saver that e-recruitment systems provide is through automated communication with your applicants. Nothing is more frustrating for a candidate than not knowing whether their application has been successful or not. But in many cases, contacting unsuccessful applicants is a task that is seen as unimportant and it very quickly drops off the bottom of a manager's to-do list.

In the scenario above where an applicant does not meet your selection criteria, a pre-written email would be sent to them advising that they have not been successful. Good Recruitment Software will also provide automated emailing for the other various recruitment stages such as setting up phone screening, face to face interviews and the final offer. This can save an incredible amount of time, but most importantly, it helps to convey a professional image of your company to all potential candidates who will receive timely communication and feedback on their application.

A significant advantage of E-recruitment software is that you have the opportunity to build a talent pool of candidates for future needs. Applicants who are keen to work for your company can submit an application to express their interest in certain positions if they are to become available in the future. Or there may be cases when a candidate is not suitable for the role they applied for but you would like to consider them for upcoming positions. Applicants from either of these situations can be stored in a talent pool, and then easily accessed when the right position becomes available. This can again save you time in attracting new applicants, but over time it may also help to reduce your recruitment costs. With a pool of ready and willing applicants who have already expressed a desire to work for you, sometimes there is no need to advertise at all.

Recruiting online via an e-recruitment system can also be incredibly cost effective. Online advertising of positions is generally much cheaper than traditional print and other media, and many e-recruitment tools will allow a job feed to be embedded within your company website allowing you to attract applicants for a negligible cost. Add to this, the cost savings in greater efficiencies, less hours spent recruiting and the associated productivity improvements, it is clear to see that employing an e-recruitment system can be very cost effective for your business.

Feedback from companies who have implemented e-recruitment systems is overwhelmingly positive, especially from the perspective of frontline managers who are utilizing the systems every day. Combined with such an innovative approach as the video applications used by Lovisa, the possibilities are endless. The majority of users find online recruitment to be a much easier and faster process compared to the more manual practices many were used to. Most importantly these systems provide a smooth process for both managers and candidates alike and help to improve communication across the board.