

SUCCESS STORY

IKEA

Recruits 600 People for 2 New Stores in 2016 and Outsources Candidate Screening

Business Issue

In 2016, IKEA planned to open two new stores in Belgium and needed to recruit 600 people. The amount of applicants estimated was too high for their own recruitment team to handle within the required time frame. Moreover, they intended the recruitment process to run in several waves, so they needed to increase or reduce the size of the team according to peaks and troughs. IKEA needed an experienced partner who could offer a scalable solution. External recruiters had to be able to immerse themselves in IKEA's company culture. Just like their own internal recruiters, ManpowerGroup Solutions' recruiters were to be ambassadors for the IKEA brand and capable of translating their values and standards into tangible selection criteria.

“**Two challenges: fast up and downscaling of recruitment resources, whilst preserving our strong employer brand. ManpowerGroup Solutions managed the candidate inflow in the required professional manner.**”

“**We were overwhelmed by applicants, which we really appreciated, as it confirmed once more that IKEA is perceived as an employer of choice by many people. But the fact that there were so many candidates didn't mean it was easy to find people with the right skills and match them to the open positions. In the end, the RPO recruitment team delivered quality work and acted as true ambassadors for the IKEA brand.**”

IKEA was looking for:

- » A specialist partner experienced in the implementation and execution of recruitment programs with total or partial outsourcing of the selection process
- » An excellent understanding of and affinity with IKEA's company culture and values
- » Experienced recruiters capable of handling a diverse range of positions (from Manager to Cashier)
- » A scalable solution to manage short-term recruitment peaks



Trust and professionalism

The keys to a healthy partnership were the trust between ManpowerGroup Solutions and our internal recruitment team, handling of the workload in a professional manner and the fact that the internal recruitment team could independently focus on their own objectives.

“Feedback from internal stakeholders who worked with the RPO recruitment team has been very positive,” said Katleen Van den dries.

“It's always great to hear positive feedback when HR activities have been outsourced.”

Employer brand image

“There are few employment opportunities in the areas where the two new stores will open. So candidates have high expectations because it's not so often that a store of our size opens locally. It's also why all applicants need to be treated with a high level of professionalism at all times. ManpowerGroup Solutions' RPO model offered all the necessary elements to screen applicants, treat them with respect and find the people to work at our two stores.”

Part of the IKEA DNA

“ From the very first discussions and proposals through to the pricing model, we could tell that ManpowerGroup Solutions understood and could identify with our values and culture. Once they started, the onsite recruiters really stepped into the company’s shoes and became part of IKEA’s DNA. It was remarkable to see how well they understood the essential requirements for such a wide range of profiles and how well they understood the essential requirements for such a wide range of profiles and how effective they were at making the distinction between essential skills and those that are ‘nice to have’. Not only that, they managed to line up candidates for future positions. This was mainly thanks to a robust telephone screening process. ”

Solution

- » A result-driven partnership
- » A performance-based pricing model (outcome based)
- » A dedicated and scalable recruitment team experienced with
- » Applicant Tracking Systems (ATS)
- » Adoption of the company culture and values
- » Selection methods aligned with the company values
- » ManpowerGroup Solutions’ key success factors included:
- » Expertise and experience in retail and large stores (helped to achieve rapid results)
- » Scalable solution
- » Immersion in the IKEA company culture and values
- » Continuous flow of competent profiles
- » Proactive and pragmatic ManpowerGroup Solutions team quality of service
- » Increased flexibility
- » Continuous monitoring and adjustment, as necessary

In addition ManpowerGroup Solutions was able to offer a wide range of services, such as knowledge of social media, sourcing support, and extra services. Monitoring and quality control by experienced recruitment professionals and strategic advice on recommended recruiting channels was provided, as well as significant time savings and less need for paperwork.

Results

- » Transparent cost structure
- » Excellent match between supply and demand
- » High conversion rate. 50% of candidates shortlisted for a first interview were hired
- » Hiring targets achieved
- » Handling of more than 10,000 profiles in accordance with IKEA’s selection procedure and within the agreed upon time frame
- » Positive experience for both the candidate and hiring managers throughout the selection process
- » Positive affirmation of the strong employer branding
- » Up and downscaling of the dedicated RPO team within 48 hours

“ Thanks to such a rapid and professional implementation, IKEA’s image as an employer of choice has been safeguarded and even strengthened. ”