

Blacks Photo Corporation

Black's is a national photo specialty retailer with 143 stores in 8 provinces with 800+ retail hires per year

Blacks Photo Corporation

Location

Toronto, Ontario

Number of Employees

1700

Application

Talent Scout

Implementation Time

Four weeks

Live Since

2004

The Need

Recruiting hourly employees is an ongoing challenge for most retailers. It costs time, money and productivity

The challenges facing Blacks Photo included

- High volume of retail hiring
- Limited HR support available to Store Managers
- Store Managers hire for their store and recruitment activities were reactive not proactive
- Screening and interviewing skills and use of assessment tools inconsistent

Managers relied on limited applicant pool and the time to hire was too long. Quality of hire was inconsistent often resulting in turnover too high which also had a negative impact on customer service.

Why HR Centric?

After researching the market for alternative systems and conferring with existing HR Centric customers, Blacks selected HR Centric's Talent Scout application for the following reasons:

- Ease of Use - web-based application was easy to learn and could be deployed rapidly throughout the organization
- Cost—the organization evaluated other web-based and software-based applications that cost significantly more than the HR Centric solution
- Flexibility –the new online system could be configured to match the existing staffing process and the built-in workflow could ensure managers and HR staff could easily comply with program requirements
- Accessible support staff and a willingness to understand head office and line challenges and work continuously to improve the application's capabilities as the company grew.

Business Results

- Better quality of Hire
- Reduced time to hire
- Reduced cost of hire
- 10% reduction in Turnover
- Improved customer service levels
- Improved morale
- Reinforces corporate Brand
- Ongoing support to store level by HR Centric relieves head office HR staff

Working with HR Centric to get this strategic tool up and running was, and remains a very positive experience. Ultimately we had a business solution that allowed us to support decentralized hiring without losing control. and provided the company with reliable reporting that measures ROI.

How Blacks Did It

HR Centric provided the Blacks Photo project team with access to a mock up site reflecting the base Talent Scout template. Then, with the guidance of the HR professionals at HR Centric, the project team

- identified additional functionality that would be required,
- finalized workflow rules and procedures
- identified access roles and site security requirements
- identified reporting requirements
- provided a 60 day trial release with limited stores
- modified elements identified during the trial and released to all stores