



# **SALES WORKFORCE OF LUXURY RETAIL OUTLETS RAMPED-UP DURING THE HOLIDAY SEASON**



# About Client

The client is one of the leading luxury brand retailers in Canada with 38 outlets across North America and 17,980 employees.

## Business Challenges

- 1 The client was looking forward to ramp-up their sales workforce across Canada during the holiday season of 2019.
- 2 Onboarding sales associates with behavioral etiquettes, who should be culturally fit to keep up the brand experience.
- 3 Resources possessing bilingual skills (French and English) to communicate with the customers effectively.



# Solutions Delivered

Compunnel was on-boarded as a staffing partner on a contract basis. A **primary account management team** was built exclusively for the client, which included - 2 account managers, 6 recruiters, and a support team (on-boarding, HR, and payroll).



Compunnel's L&D business unit **InfoPro Learning** assisted in creating an **online assessment**, followed by **SME** and **account manager vetting** for precisely matching the employer brand culture.



**On-demand**, built-in staffing application known as **Jobletics** hired suave sales associates, to meet the **just-in-time requirements** of the retail brand.



In-house product **JobHuk** holding a **recruitment marketplace** helped in placing candidates faster.

# Highlights



**Psychometric assessments** through video interviews provided by **Jobletics** executed the placement of **41** candidates



The independent pool of recruiters in **JobHuk** helped in locating **32** candidates



**Integrated staffing approach** of new-age and traditional services



## Geo Served

Canada -

- British Columbia
- Ontario
- Nova Scotia
- Quebec
- Alberta

# Benefits Delivered



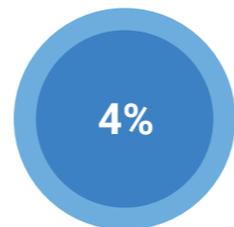
A ramp-up of 160 resources in 8 weeks



Sourced 745 candidate profiles



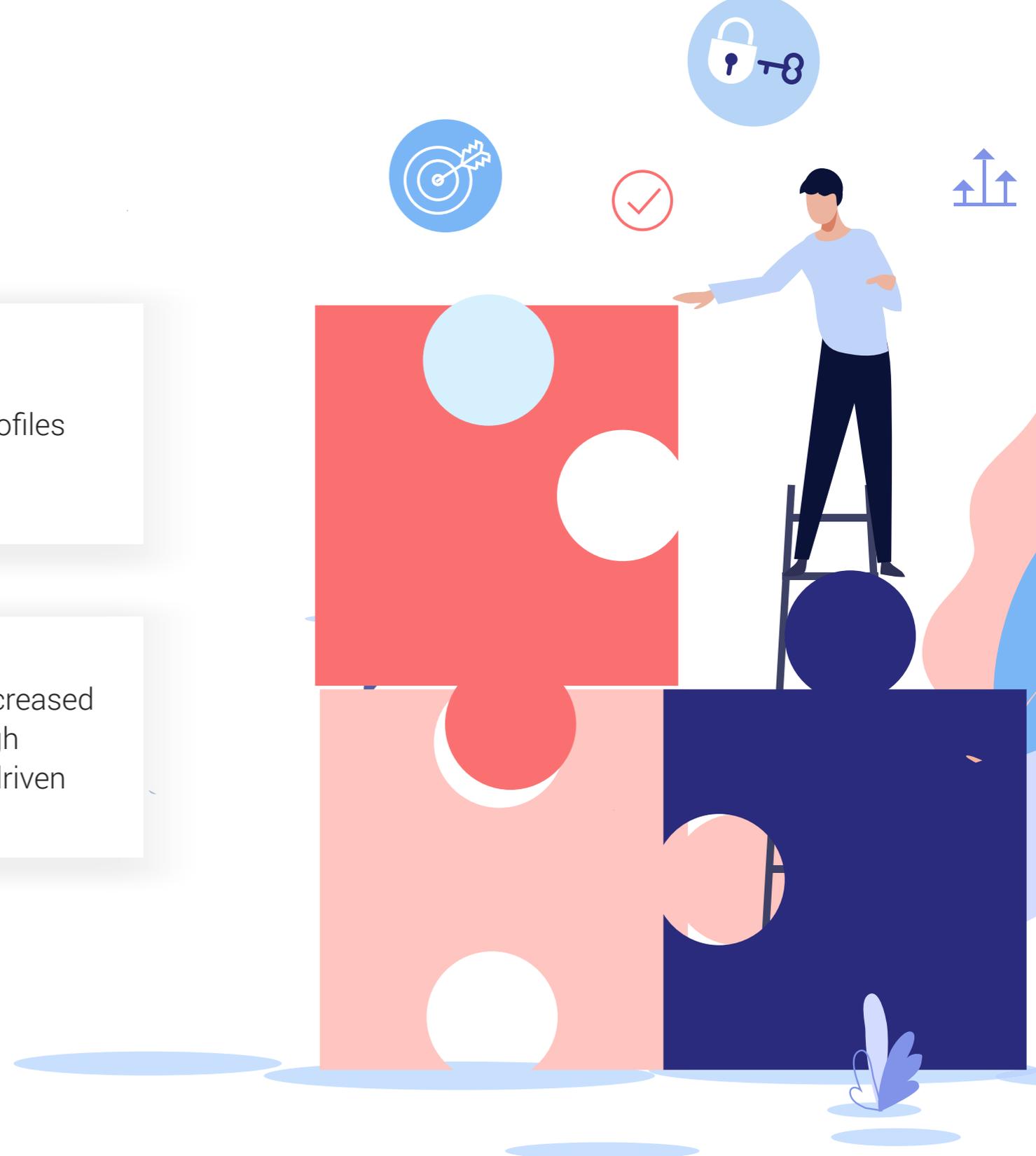
Submit-to-Hire ratio was 4:1



Efficiency increased by 4% through technology-driven solutions



Witnessed 90% temp to perm conversion



# Testimonial



Hiring sales associates with impeccable and rich experience, and most importantly, with bilingual capability for some of our stores across Canada, was a huge challenge for us. Compunnel's customized tech-focused strategy to identify, screen, and onboard talent within a short time, was quite efficient and result-oriented.

— Client

# About Compunnel

Compunnel is the global provider of high-touch and high-tech pioneering staffing services that include - Contingent Workforce, Direct Placement, Statement of Work, Payroll, and Recruitment Process Outsourcing.

We partner with various industries to provide end-to-end customized solutions with a simple vision –

**"Delivering Staffing Excellence with Total Talent Value."**

Our staffing team holds a deep knowledge of various industries that can help you in creating a pipeline for expert talent, even in the most complex conditions.



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