



Our Motivation

'Debenhams recruitment wanted to have the 'best online retail careers website. By selecting a web based recruitment solution that integrated with our Human Resources system, we were able to maximise our existing investment whilst benefiting from the latest Internet recruitment tools.'

Julia Durbin
Head of HR Operations

The Business challenge

Debenhams typically received a high number of speculative paper applications plus 2,000 graduate applications each year. They used freelance screeners to check all graduate applications in order to filter accordingly; but being paper based, this was a costly, time consuming process. They also had their own unique scoring and assessment criteria that they wanted to continue to use as part of the process.

Business objectives

- Reduce the overall cost of processing applications.
- Improve their accessibility online to graduates.
- Speed up the time to hire in order to recruit the best applicants.
- Maintain their existing procedures.
- Integrate their HR system from Rebus with their careers section.
- Reduce the administrative burden on the HR department.

The Solution

Kaonix was already working with Rebus HR in order to integrate their products (web-cruit and PSe) to help organisations such as Debenhams achieve the above objectives. Over a period of nine months all three parties worked closely together in order to create a seamless product interface.



"Debenhams operates in 16 countries at 185 locations with 23,500 employees"

"Each year Debenhams deals with over 13 million customers"

"Of the 23,500 staff employed by Debenhams, 36% are full time with the other 64% part time "

"Debenhams culture is based on being a premium department store retailer. A family friendly store who supplies designer labels at affordable prices"

"Debenhams brands are 50% Debenhams brands, 25% international brands, 25% concession brands"

web-cruit is highly configurable which enabled Debenhams to create all of their screening criteria online as part of the online application process. The online application form also included their custom assessment criteria which can be scored online by the freelance screeners.

As web-cruit is a web-based product, the freelance screeners can access applicant details online whilst being controlled as necessary by Debenhams.

Debenhams went live in October 2002 and have twice renewed contracts in subsequent years.



Quantifiable Benefits

- Improved screening process and reduced time scales.
- Time to hire improved.
- Duration of Management Training Programme reduced by 8% in Year One.
- More than 50% increase in applications due to being online.
- Easier for people to apply.
- 80% of Management Training Programme applications now received online.
- Management Training Programme ahead of target and above same time last year.
- HR have been able to take on more responsibility with same staff.
- 1600 online applications for new Bullring store - highest ever for new store opening.

Overview

Debenhams expects significant growth from both its existing stores and new openings. The next three year phase of their strategy is supported by a £430m investment programme, adding a further nine new stores and creating around 2,000 jobs. They continue to seek efficiencies, particularly in the supply chain, whilst maintaining flexibility to respond to customers needs. Ongoing marketing activity and customer initiatives, such as Nectar, will drive sales growth.

By 2010 new store openings will achieve

- 153 UK and Ireland stores.
- 51 International franchise stores in 18 countries.

Summary

We achieved significant improvements in our recruitment process over Year One and have seen these improvements continue to increase in subsequent years.

Julia Durbin - Head of HR Operations
Debenhams PLC

