

Case Study

Specsavers

The UK's largest optician
Operating in 10 countries
Employing 33,000 people
At 750 stores
With 3 head offices

50% more hires per recruiter

Even with a 51% market share, Specsavers is still expanding - and with optometrists in full employment, the lack of supply of both experienced and new talent is a risk to their growth strategy. The Candidate.ID solution helps Specsavers hire high quality optometrists, audiologists, store specialists and graduates, providing a personalised experience to potential candidates and differentiating the business from the competition.



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By using Candidate.ID, an innovative talent pipeline software, we now have an unprecedented insight into how candidates engage with our brand. We are able to talk to the people who are genuinely ready for the next step of their career and build awareness of theready for the next step of their career and build awareness of the fantastic careerdevelopment opportunities at Specsavers.

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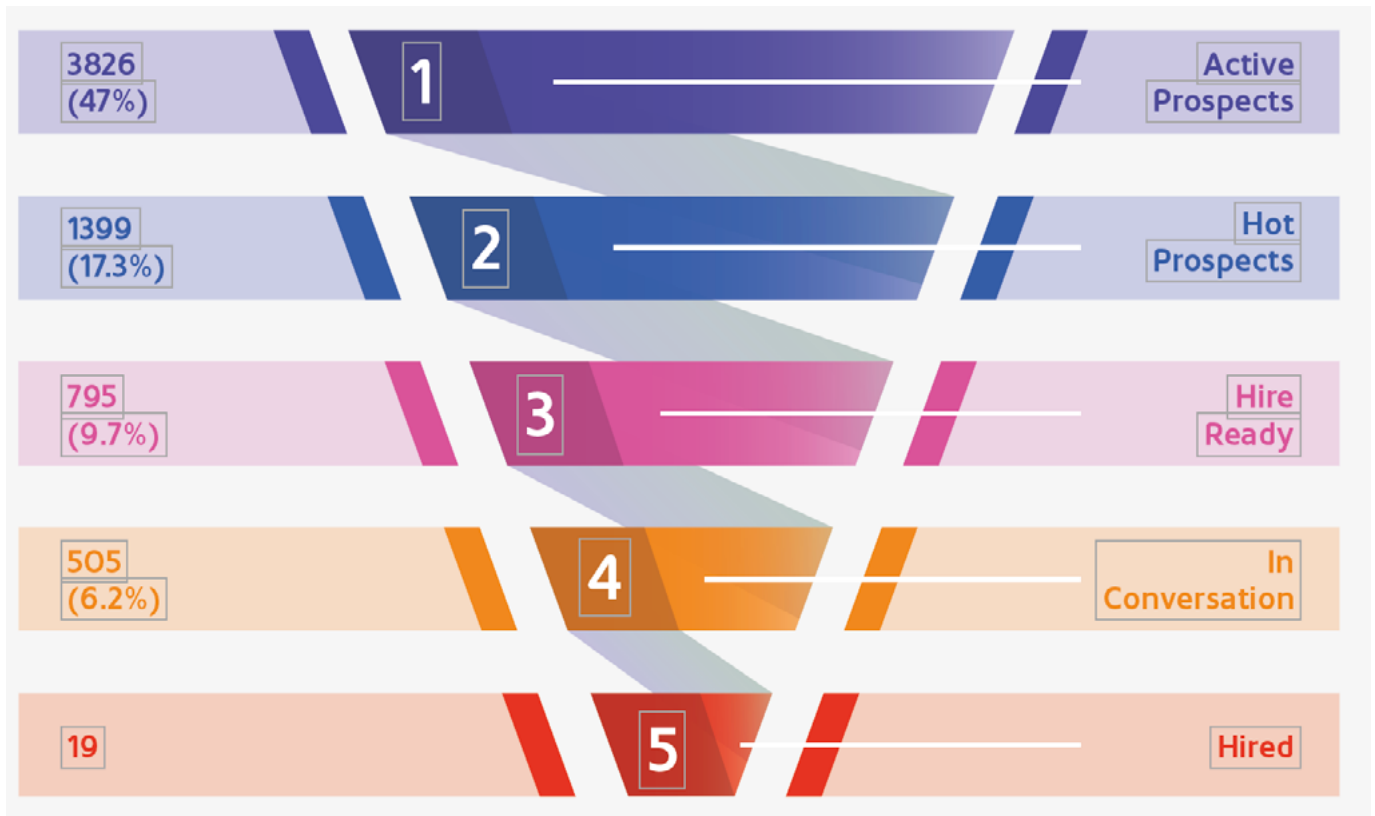
For Specsavers, the competition for talent was becoming more difficult. Post and pray delivered nothing. Employer brand was underutilised, and it was hard to demonstrate ROI when it was used. They knew who the candidates were - but finding ways of engaging with their addressable market that worked was problematic. The Candidate.ID solution meant that they could start to deliver an intelligent, content-driven approach that would:

- Distribute content by email, text message, social media and web channels at the time
- Enable self-education by potential candidates on what it is really like to work at Specsavers
- Both enable identification of engaged people who would be suitable for current vacancies whilst continuing to nurture those who will be suitable for future vacancies
- Reduce time-to-shortlist and increase their hiring capacity

Alert recruiters - in real-time - when a potential candidate is ready for a hiring conversation.

Key results after 4-month pilot

8084 'Stale' Optometrist Candidate Records



First 4 months 'waking the dead'

Hired = 19

Cost = £10,500

Cost-per-Hire = £553

55% more optometrists hired

In 2018, supported by Candidate.ID, Specsavers was able to hire 55% more optometrists than in the previous year.

97%

Less cold calling

through Candidate.ID's unique engagement score and alerts, Specsavers are able to identify who is engaging with their content in a way that indicates they are ready for a hiring conversation. In one case, this meant they could narrow down their talent pool of 1193 to 30 candidates.

56

Optical Assistants

hired in six months using the Candidate.ID solution, these hires cost 70% less than the usual budget for advertising and other attraction methods.