



LEADING RETAILER SCORES BIG WITH NEW STORE OPENINGS

Phased Deployment Approach Transforms Recruiting

ASSESS

Dick's Sporting Goods, Inc. is an authentic full-line brand name sporting goods retailer with over 400 stores in 40 states. The HR team was looking to transform their recruiting process to better handle their fast-paced growth. The Technomedia-Hodes iQ team identified three main areas to be addressed: increasing applicant flow during mass-hiring events, creating a paperless new hire process and integrating technology to incorporate more efficiency in their recruitment efforts. Dick's Sporting Goods needed this new hiring technology to work in tandem with new store openings, existing stores, corporate, distribution centers, store management and campus recruitment efforts.

STRATEGIZE

The Technomedia-Hodes iQ team made several recommendations. First, a clear outsourcing process for hourly employees involved in new store openings was needed. Second, a phased approach deploying the iQ technology that would allow each of their recruiting functions (new stores, existing stores, corporate, store management and on-campus) to market opportunities to internal and external candidates while capturing candidate data in a central database. Finally, full HRIS integration allowing Dick's Sporting Goods to feed requisition data into iQ, then back to their PeopleSoft system upon hire.

IMPLEMENT

The Technomedia-Hodes iQ team developed a project schedule that spanned 24 months. In the first 12 months a new process for sourcing hourly employees was implemented and managed, career sites were developed for corporate, on-campus, store management, and internal / external referrals, and the iQ solution was integrated with their HRIS. The second 12 months focused on managing the process for sourcing hourly employees and implementing career sites for two large distribution centers as well as existing stores.

MEASURE

By working closely with the new store openings team, the volume of qualified applicants increased by 25% while keeping a tight lid on budgeting and labor. New locations have achieved a 99% on-time store opening rate. With iQ technology, every opening is precisely tracked and media ROI reports find unseen patterns in applicant behavior, allowing Dick's Sporting Goods to hire more precisely with less waste. By using iQ's full ad hoc reporting system and HR evaluation tools, they now have a transparent, reportable and accountable recruitment process.

KEY METRICS

- Increased qualified candidate volume by 25%
- New locations achieve 99% on-time opening rate
- Precise ROI tracking with media and sourcing reports

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