

Top 100 Retail Career Sites Awards 2008



www.hirestrategies.co.uk/top100

Retail employer career sites: Do they help or hinder your business performance?

Great people deliver great results

Is your career site helping you to attract the people you need to beat the competition? This special report was borne from the constant question "Who has the best (retail) career site?" but not because we are concerned about flashy looking design led sites, but because in today's retail market the best people are sought after by everyone. So retailers have to make it quick and easy for top people to join your organisation; starting with your career site.

Read the Top 100 report and find out why:

- Only 40% of employers surveyed got past the first stage.
- Half of the sites assessed for accessibility compliance failed to achieve greater than 60%.
- More than 40% have little or no online application process.

Who are the winners?

- Find out why 'The Body Shop' was the overall winner.
- See what 'Three' did to their career site to win the best search and apply award.
- Understand why 'Virgin Mobile' have the most accessible career site.

Research Summary

The report focuses on our findings from reviewing what we have termed the 'Top 100 Retail Career Sites' and included companies from the following sectors:

- Food and grocery
- High street
- Out of town
- Retail banking

The findings showed that the majority of retail employers are not investing sufficient effort or finances in making their career site the cornerstone of a well planned recruitment strategy resulting in reactive, advertising driven recruitment activities with little or no visibility of their future talent pipeline.

To create the framework we considered the key priorities for applicants around site accessibility, process efficiency and workforce diversity which in turn created the following sections:

Search engine optimisation

If job seekers can't find your site easily, will they keep trying? Their need for a job will always take precedence over your brand.

First impressions

When job seekers arrive at your career site are they impressed or disappointed? If you don't engage them on the homepage then the rest is irrelevant.

The application process

Quick and easy or slow and tortuous? Top talent will not put up with poor process.

Accessibility

How accessible is your career site? Are you promoting workforce diversity or paying it lip service?

Find out what you need to do to keep up with the leaders in the battle for top retail talent.

The Winners Details

Overall Winner

THE BODY SHOP.

Powered By

Peopleclick

Most Accessible Site



Sponsored By

BOND
talent

Best Application Process



Powered By

Jobpartners

The Top 100 Retail Career Sites (Top 10 highlighted)

| | | |
|----------------------|------------------------|------------------------|
| Abbey National | Homebase | Road Chef |
| ALDI | House of Fraser | Royal Bank of Scotland |
| Alliance & Leicester | HSBC | Ryman |
| Ann Summers | Iceland | Sainsburys |
| ARGOS | IKEA | Somerfield |
| ASDA | John Lewis | Spec Savers |
| Avis | Lloyds Pharmacy | Staples UK |
| B&Q | Lloyds TSB | STARBUCKS |
| Bank of Scotland | Lunn Poly | Superdrug |
| Barclays | Marks and Spencer | Sytner Group |
| Beefeater | Matalan | Ted Baker |
| BODY SHOP | McDonald's Restaurants | Tesco |
| BOOTS | Monsoon Accessorize | TGI Friday's |
| Brewers Fayre | Morrisons | Thistle Hotels |
| Carphone Warehouse | MOTHERCARE | Thomas Cook |
| Costa | Mytravel | Thomson Travel |
| Currys | Nat West | Thorntons |
| David Lloyd | Nationwide | THREE |
| Debenhams | New Look | TK Maxx |
| DFS | Next | T-MOBILE |
| Dixons | O2 | Topman |
| Ernest Jones | Oddbins | Travelodge |
| Evans | Odeon & UCI Cinemas | VIRGIN MOBILE |
| Fat Face | Orange | VISION EXPRESS |
| First Choice | PC World | Vodafone |
| Fitness First | PETS AT HOME | Wallis |
| Focus DIY | Phones 4 U | Waitrose |
| GAP | Pizza Express | WH Smith |
| Halfords | Pizza Hut | Wickes |
| HBOS Retail | Premier Travel Inn | Wilkinsons |
| HMV | Pret a Manger | Woolworths |
| Halifax | Primark | World Duty Free |
| H Samuel | Punch Taverns | |
| Holiday Inn | River Island | |

Get your Top 100 Report at: www.hirestrategies.co.uk/top100

The Top 100 report is available from the Hire Strategies website www.hirestrategies.co.uk/top100 as an electronic download or hard copy and includes:

- Full results and analysis allowing you to compare your site against other retailers.
- A Top 10 career site checklist to get you to the top and attract more people to your website.

- Which applicant tracking systems are used by the Top 20 winners helping them to hire more efficiently.

From only £249 +VAT where else can you get such an in-depth view of how the best retailers perform in online recruitment and what you can do to improve your own results?



The Top 100 Report is available from only £249

This report is a well presented analysis of the leading retail career sites, providing the answers to help you compete for top talent with the leading retailers.



About Peter Gold - Hire Strategies Limited

With 20 years recruiting experience, 10 of which have been utilising the Internet, Peter Gold advises retail and consumer brand employers on how to implement real time e-recruiting to attract and hire top people at minimum cost.

Hire Strategies services range from strategic consulting to tactical recruiting ideas and encompass process

automation, e-recruitment technology selection and implementation, career site marketing, and search engine optimisation/marketing.

Peter has worked with well known organisations such as Mothercare, New Look, Focus DIY, Debenhams, Halfords, DHL, Sodexho, Tesco, Boots and Pets at Home to name just a few.

As well as writing the UK's leading recruitment blog 'E-recruitment in Retail', he also wrote The Retailers Guide to E-recruitment, a 95 page guide to retail e-recruitment that contains tips and advice on how to use the Internet as your primary recruitment channel.

How to buy

The Top 100 Retail Career Sites report can be purchased direct from Hire Strategies. You can order by calling +44 (0) 870 116 3031 or purchase on-line at www.hirestrategies.co.uk/top100.

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You can order online simply, easily and securely by visiting www.hirestrategies.co.uk/top100. It is available as both a hard copy and electronic version.



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