



LLOYD

GERMANY

Casestudy

“Making good application processes
visible”



Success story

The premium shoe manufacturer and retailer LLOYD introduced a new recruiting solution in December 2017. The previously used system had reached its limits because it no longer met the high demands of a candidate-oriented market. Now LLOYD can score points with candidates with a modern solution and can take advantage of speed and transparency. A feedback tool that automatically collects feedback from applicants and reflects their view of the employer plays a role here. Berlin, January 8, 2019

1. Background: Treating applicants like customers

LLOYD Shoes is a manufacturer of men's and women's shoes, leather jackets, and accessories. Founded in Bremen in 1888 and based in Sulingen, Lower Saxony, since 1942, LLOYD has been perfecting the manufacture of special and valuable shoes in quality, comfort, and design for more than 130 years. LLOYD products are exported to more than 60 countries and are available at 3,700 points of sale.

LLOYD Shoes

**Manufacturer of shoes,
leather jackets, and
accessories**

Foundation	Points of sale
1888	3.700

Export
in more than 60 countries

Retail stores
33

Total number of employees

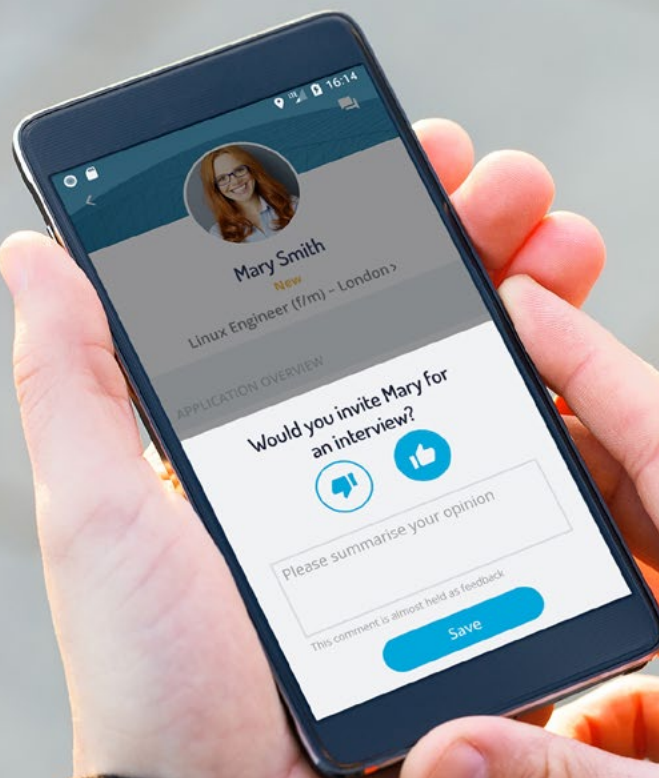
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- LLOYD employs around 1,600 people, 650 of which in Germany.
- LLOYD is constantly looking for new employees in Germany and the company is also expanding strongly in this country. Currently there are 33 retail stores.
- The target group is very difficult to find on the labour market. "We feel the demographic change and the shortage of skilled workers. Making things even more difficult are the high fluctuation in retail and the large selection of employer alternatives in the industry," says Gordon Behrens, Head of Human Resources LLOYD. In some cities, such as Munich, things are particularly tight. "Our employees in the centres can often see their next workplace right under their noses," Behrens reports.
- Against this background, LLOYD must be easily recognizable as an attractive employer. Speedy processes play a special role. "In the market, the best applicants are won by those who are simply faster. We need software with the perfect candidate journey that supports maximum decision-making speed," says Behrens: "We want to treat applicants like customers and make their application as easy as possible."

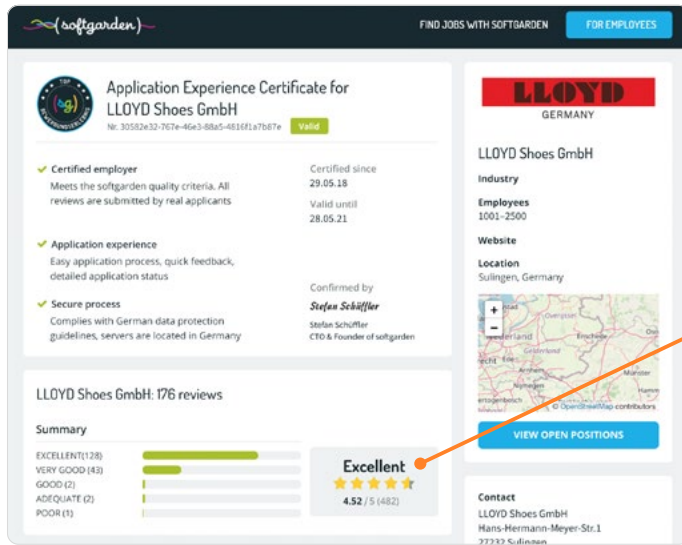
2. Implementation: the quick step into the cloud

- Against this background, LLOYD has introduced the all-round recruiting solution softgarden.
- Previously, the company had used a different applicant management solution, where applicants first had to register. At some point, the system became too inflexible due to the increased requirements. LLOYD was hardly able to change the solution and make it more applicant friendly, for example by means of short applications or the possibility of linking the application with the Xing profile.
- LLOYD had looked at ten recruiting solutions before deciding on softgarden. There were three finalists, which were evaluated against the background of the company's individual requirements using a list of criteria. This included, for example, connecting the career portal, possibilities for the simple publication of advertisements on different portals, communication with applicants, reporting, data protection, technology, costs and international opportunities.
- The main reasons for choosing softgarden were its ease of use and high process orientation. LLOYD integrates many managers who play a key role in recruiting in the process. "Our store managers were immediately able to operate this intuitively," recalls Behrens. LLOYD was convinced by both the high level of convenience in the one-click application process and the ease of use for those involved in the recruiting process.
- With the implementation of the new software, LLOYD also took the step into the cloud in recruiting. "At the beginning we did not really believe it, but after two days the actual implementation was completed and the system was ready for use," Behrens remembers.

Recruiting App for decision-makers in hiring process as iOS and Android version.



3. Results: Time and resources saved, image measurably improved



Improving application processes through regular feedback and becoming more attractive for candidates

- The involvement of store managers has improved significantly. This has significantly reduced the communication effort in the decision-making process at LLOYD. “In no time at all, we were able to get the store managers into the reviewer role, they even enjoy it,” says Behrens. Overall, this saves the company time and resources. LLOYD’s retail activities have resulted in around 300 staff movements per year with a core workforce of around 700. Today, LLOYD only needs one third of the time to fill an open position than before softgarden was introduced. This is an invaluable advantage in a market that is more and more candidate-oriented.
- Multi-posting allows LLOYD to easily access all possible job markets from the system. The necessary effort has significantly reduced.
- LLOYD was initially sceptical about the softgarden feedback tool. This allows employers to automatically collect feedback from applicants and new employees and publish them on employer evaluation portals as well as on its own website. This way, LLOYD now receives standardized feedback from applicants and employees, which automatically becomes visible. Since the beginning of May 2018, the retail company has been publishing this feedback on the employer assessment platform kununu..
- LLOYD is very positively surprised by the result. “We already knew that we placed a lot of value on good applicant communication before. But this kind of feedback is great feedback for our work,” says Behrens. We were able to increase our kununu score from 3.7 to 4.1 since the feedback tool was introduced. Our excellent application process is now visible to everyone,” says Behrens. This is important because LLOYD wants to stand out positively from the mass of employers in the industry.
- The feedback tool is also an important source of information on how LLOYD can improve as an employer, for example in onboarding. LLOYD uses the feedback, which the responsible managers can read using the tool, to test specific offers. “For example, our colleagues who take care of trainees can immediately see how the new trainees really feel about us as an employer,” Behrens explains.

4. Outlook: involving store managers more strongly in recruiting

How will recruiting at Lloyd develop in the coming years? Gordon Behrens explains:



“It will become even tighter in the short term. Our branch managers must understand that they are the first recruiters on site. They need to know the competitive situation of the relevant local employers even better, know where they stand, and actively approach talent. In the future we will still need our career website, our job advertisements, and visible feedback in the future, but we need to become even more active and communicate more precisely what we stand for as employers.”

Gordon Behrens, Head of Human Resources, LLOYD Shoes GmbH





How the softgarden Feedback Solution works in 5 steps



1. Automated feedback request

softgarden asks for the application and onboarding experience of applicants and new employees as an independent third party (applicants after 24 hours, new employees after 90 days in the new job).



2. Manual verification of all ratings

All applications are verified manually in line with softgarden criteria for compliance with the evaluation guidelines. This ensures that no inadmissible comments are published.



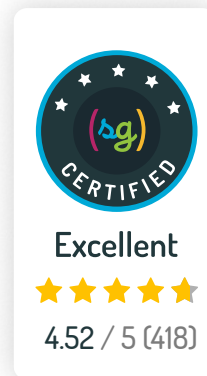
3. Integration on employer evaluation platforms and Google

softgarden transmits your ratings to Google and the employer rating platform kununu. Published and verified there, the ratings are included in your rating.



4. Authentic employer rating score

Use the received feedback to enhance your reputation as an attractive employer. Integrate our softgarden 5-star rating system into your career page or your job advertisements as a widget.



5. Transparency and trust through your own certificate page

On the search-engine-optimized page, interested parties can find out about you as an employer and your star rating. Through ratings by those who have already had experience with your company.

i Our tip: Consider all feedback as an opportunity and motivation for improvement: Use the valuable feedback, which you probably would not have found without asking, to continuously improve your application processes, communication and employer reputation.

About softgarden e-recruiting gmbh

softgarden is the modern all-round solution for easy recruiting. In applicant management, employers optimize the candidate experience with the help of softgarden, integrate hiring executives better thanks to an app, and shorten the application process by more than half. When selecting applicants, employers can reach more candidates on social networks with the integrated recommendation manager by using the existing contacts of their employees. They post job offers on over 300 job exchanges across all channels and win attractive candidates in the softgarden Talent Network via active sourcing. Decisive plus points for employer branding are the seamless mobile integration of career website and job ads as well as the unique feedback solution of softgarden. Employers automatically generate feedback from applicants and new employees, make it visible on their own website and on kununu, and improve their online reputation. More than 700 renowned companies in all industries and sizes already count on the easy to implement cloud solution when competing for the best candidates.

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