

Lindner



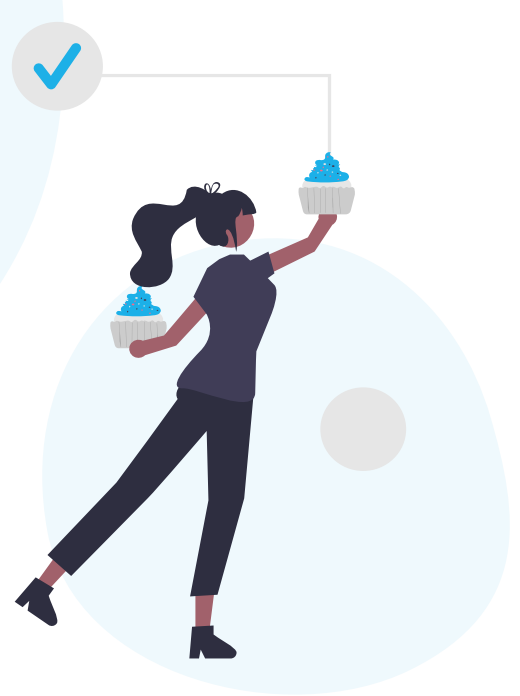
CASE STUDY

Speed Recruiting for Delicatessen Salespeople

Convincing candidates in a challenging market and bringing them on board quickly.

 (softgarden)

Fast processes, good online reputation, target group-oriented approach. With softgarden's Talent Acquisition Suite, delicatessen retailer LINDNER Esskultur can now convince highly sought-after salespeople.



LINDNER Esskultur



Locations:

Berlin, Potsdam,
Hamburg



Employees:

800



Business area:

Food, delicacies



Job profiles sought:

Employees for sales and
kitchen, bakers

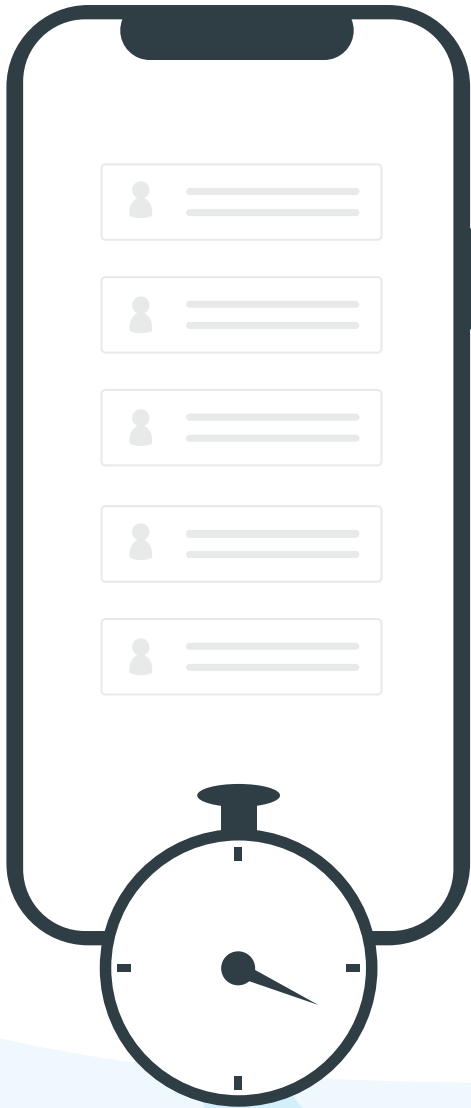
LINDNER Esskultur cannot afford slow application processes. The solution from softgarden speeds things up.



“Every applicant gets **feedback from us as quickly as possible.** Otherwise the best candidates will be off again”, says recruiter Bianca Wenning.



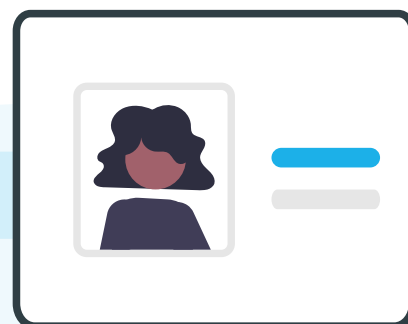
Challenge: A tight candidate market needs a fast pace.



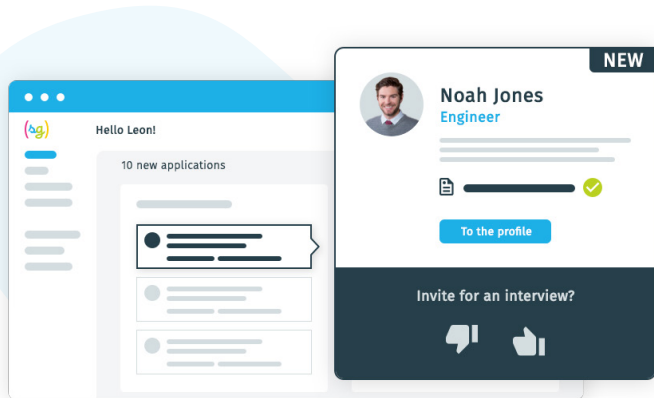
The delicatessen company **Lindner is always looking for new employees – especially for sales.** The company faces challenges in this regard. For customers, “Butter Lindner”, as the company is called in Berlin, is an example.

Demanding **customers expect maximum service orientation and high advisory expertise.** Salespeople with relevant experience from other delicatessen companies career changers, such as the hotel and catering industry, particularly internalizing the service concept, are eligible for a job at Lindner. For such salespeople, the **market is highly competitive.** Good candidates have quickly disappeared from the market. The consequence: **Recruiting needs a fast pace.**

Against this background, the manual recruitment process used by LINDNER Esskultur eventually reached its limits. In particular, complicated coordination between recruiters and the specialist department slowed the response speed.

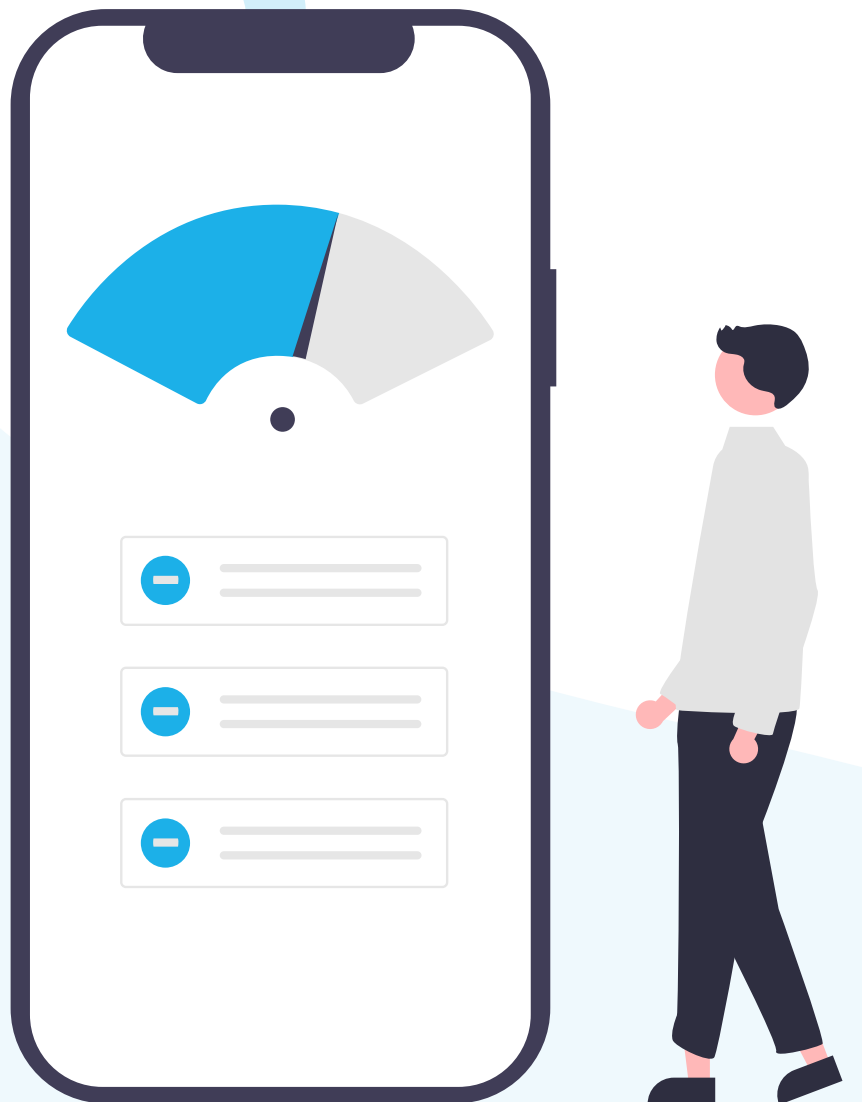


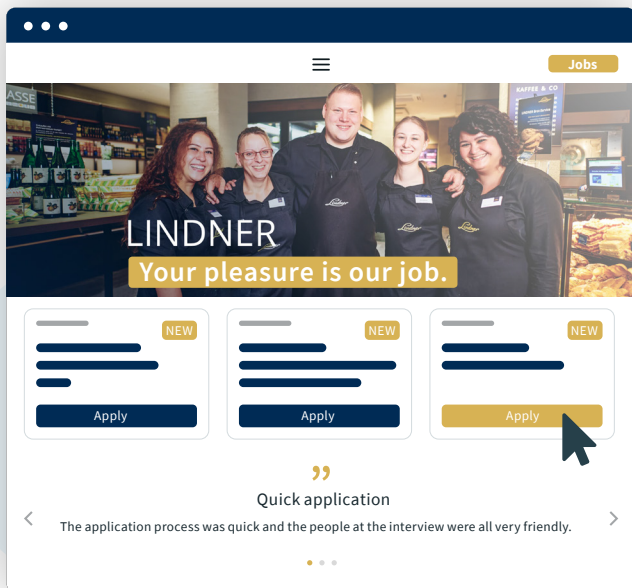
Solution: Convince and recruit quickly with softgarden.



Therefore, in July 2020, the company introduced **softgarden's Talent Acquisition Suite**. It includes **solutions for applicant management (ATS)**, a search engine-optimized [Career Site](#) and the [Feedback Solution](#), automatically generating authentic employer reviews.

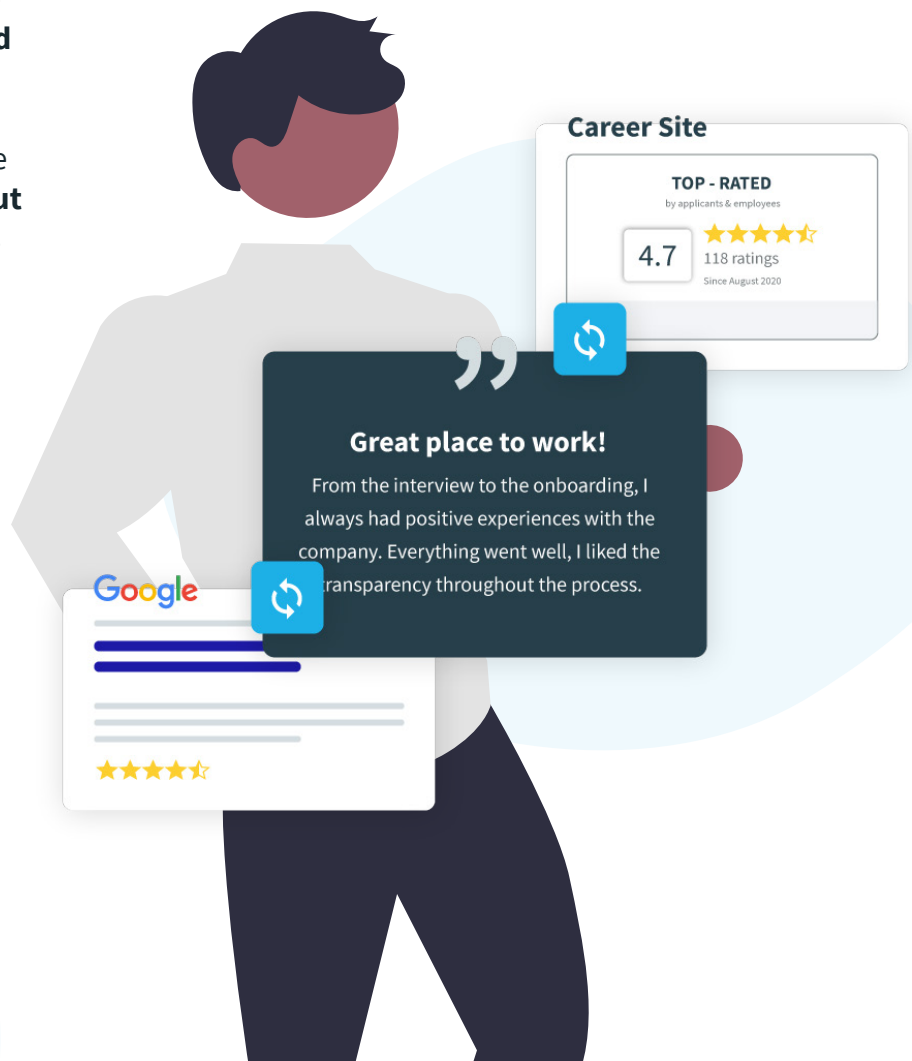
As a result, employers reduce their time-to-hire by more than half and increase the quality and quantity of incoming applications. Today, as well, this is how LINDNER Esskultur achieves the necessary speed in recruiting to attract highly sought-after talent in a challenging market environment.





To do this, above all, employers must be convincing. The **softgarden Career Site**, used by LINDNER Esskultur, ensures this today. It quickly gets to the heart of essential employer arguments and provides a **perfect link between the job market, website and ATS**. Job seekers can apply for a job with just a few clicks. The career site can be designed and customized without an agency and is **automatically Google-optimized**. In addition, softgarden offers conversion-optimized landing pages suitable for positions or job groups that organizations demand regularly. Explicitly targeted audiences via softgarden media campaigns generate the optimal reach. LINDNER Esskultur uses this function for trainee positions.

LINDNER Esskultur generates the necessary **online reputation and further candidate reach with the Feedback Solution** and the integration of its evaluations: The company is currently rated **4.7 out of 5 possible stars** by applicants and employees.



About softgarden e-recruiting GmbH

softgarden is one of the leading European HR-Tech solutions for innovative recruiting. According to the Fosway 9-Grid™ Recruiting Report 2022, softgarden is one of the core leaders among European providers of Talent Acquisition Suites. More than 1,500 employers of all industries and sizes attract the best candidates with the help of the cloud-based Talent Acquisition Suite. It includes applicant management (ATS), a search engine optimised career site, automatically generated employer ratings and a tool for employee recommendations. As a result, employers reduce their time-to-hire by more than half and increase the quality and quantity of incoming applications. In this way, they achieve the necessary speed in recruiting to successfully hire highly sought-after talent in an increasingly competitive market environment. Thanks to the acquisition of absence.io in 2021, softgarden now also offers its more than 3,600 customers solutions for internal HR processes. softgarden is active in the DACH region and the European markets Spain and France.

www.softgarden.com/en




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Grossmann & Berger

CASE STUDY



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Integration of online assessments from e³ skillware into softgarden to find employees offering the perfect fit



secret source.

CASE STUDY


We treat each candidate as a guest of a 5-star hotel



Testronic

CASE STUDY

“45% of our hires are from our own career page”
How Testronic hired 800 professionals within 6 months



opta data

MICRO CASE STUDY

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How the service company opta data implemented an SEO-optimised and mobile-compatible landing page for recruiting sales talent.



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