



Driving growth with people-centered, digital recruitment

Aldi UK & Ireland

"The HR Recruit system has improved the quality and frequency of candidate engagement and provided us with a consistent and repeatable process across all of our thirteen UK and Irish Regions."

Kelly Stokes, Recruitment Director, Aldi Stores UK

Introduction

Aldi is the UK's fifth largest and fastest-growing supermarket with over 830 stores and 32,000 employees across the UK.

The company has more than doubled its market share since 2010 by attracting hundreds of thousands of new customers every year with its range of exclusive brands and passing low operating costs on to customers in the form of low prices.

By 2025, Aldi will operate over 1,200 stores.

To support this high level of growth, the Aldi Academy was launched in October 2013. This facility, based at its Regional Distribution Centre in Bolton, was set up as a centre of national excellence for Recruitment, Training HR Administration and Health and Safety.

To ensure operational efficiency, the Academy was set up to allow hiring managers to retain ownership and to make recruitment decisions for themselves. They needed an ATS partner that could help them centralise recruiting and automate their high-growth, high-velocity needs.



The Solution

Aldi chose HR Recruit as their technology partner to implement its Best-in Class Applicant Tracking System.

Chosen for its ease of use and guided candidate shortlisting functionality, HR Recruit provides candidate scoring by hiring managers against essential and desirable criteria. This helps ensure a uniform process.

The recruitment process project was broken down into two parts: the Candidate Journey and the Hiring Manager Journey.



“The whole process is more efficient, administration has been reduced, we’re able to respond to candidates quicker and the recruitment experience is more engaging.”

Kelly Stokes

This helps assess role fit before completing an application form.

This workflow was a key design principle to reduce time spent reviewing high volumes of applications and CVs.

The Candidate Journey

For the Candidate Journey, the Aldi careers website was revamped to tell a more compelling story so that applicants understand how they fit into Aldi’s organization. And it allows Aldi to promote their dedication to being an employer of choice.

Starting the application process, candidates pass through various role-specific screening stages such as Minimum Requirements, Cultural Tests and Situational Judgement Tests.

The Hiring Journey

Candidates that successfully complete the Candidate Journey go through role-specific screening stages. One of these invites candidates to conduct a Video Interview, the results of which can be viewed and shared with Hiring Managers within the system.



The Solution

After screening, candidates are automatically dropped into the Hiring Manager's dashboard where they step through each role-specific stage of the recruitment process.

HR Recruit's software guides Hiring Managers and candidates through each stage of the process, automatically notifying candidates their status in moving to the next step. The Hiring Managers, using competency-based rating sheets, score candidates following assessment stages, ensuring consistency across the process.

Candidates are offered positions via the ATS. When accepted, their New Starter information feeds directly into Aldi's HRM.

1 Million
Applications
per year

750+
ATS
users

**Multi-
device
capability**

**GDPR
compliant**

Candidate Portal

A Candidate Portal give candidates the ability to track and manage their applications.

This mobile-first platform uses context-based application statuses and actions based on where the candidate is in the process. It also allows candidates to send queries directly to the relevant team, as well as read FAQs, which along with their application status helps to reduce common queries received by the Recruitment Team and the Technical Support Team.

Reporting

Easy-to-read dashboards and reporting capabilities allow Aldi to measure recruitment goals at every step. This visibility empowers informed decisions for each hiring manager's area of responsibility. Recruitment is a powerful driver of business success for the company.



“We are now able to take a more holistic approach to our recruitment, which allows us to forward-plan our people requirements more effectively for the next 12 months.”

Kelly Stokes



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