

MISSGUIDED

The client

Established initially in 2009 as an online-only brand, Manchester-born fashion brand Missguided has since opened bricks-and-mortar stores in a number of centres – two in Manchester, one in Birmingham, together with a 21,000 square foot flagship store in Westfield London and a further 16,000 square foot store in Bluewater, Kent. A multi-channel retailer selling clothes mainly aimed at 16-35 year old women, it now ships to 180 countries worldwide with wholesale presence on ASOS, Zalando, Nordstrom, and Namshi platforms, Manchester and Birmingham are concessions stores within Selfridges.

The company's rapid growth meant that processing job applications manually was no longer an option and last year the company reviewed a number of suppliers that could help it automate the process.

Since its foundation, the company has grown to around 600 employees and over a three month period typically has around 40 vacancies.



Already we are seeing the benefits of our new system. Candidates are going to our careers page and applying through the system and we are able to send automated yet personalised messages to acknowledge receipt, and also about the next stage of the process. We have an excellent overview of where each candidate and hiring manager is at each stage, and the software makes the whole recruitment process much quicker and smoother both for us and for our potential hires.

DAVID SMITH
TALENT ACQUISITION LEAD
MISSGUIDED



The problem

Missguided's phenomenal growth meant that the company could no longer continue to manage the recruitment of the volume of staff it needed to ensure the smooth running of the business and so needed to find a way to automate this.

The most urgent requirement was for a platform that would allow the company to simplify job board postings.

The Solution

Vacancy Filler implemented a system which allowed Missguided to simplify the company's postings to job boards and liaised with the appropriate agencies to negotiate a good price for the job postings on relevant boards on Missguided's behalf. This saved the company time as well as money by not having to negotiate individually with each agency. It also worked with Missguided to brand its job boards to maximum effect and to ensure its privacy policy is GDPR-compliant.

Missguided particularly liked the fact that, because of the modular nature of the Vacancy Filler system, it could add additional features as required, as well as the support Vacancy Filler was able to provide. From the outset, Vacancy Filler provided a dedicated implementation manager for the project to ensure continuity and a successful implementation. The company liaised with the appropriate agencies to negotiate a good price for the job postings on relevant boards on behalf of Missguided which saved the company time as well as money by not having to negotiate individually with each agency.

Missguided was determined right from the start to stand out from its rivals when recruiting its staff. Vacancy Filler worked with Missguided to brand its job boards to maximum effect, collaborating with the company to select appropriate imagery, as, in such a

competitive market, it required a style of language and visual imagery for its website and communications that would enable it to be perceived by candidates as standing head and shoulders above the rest.

Rather than adopt an 'off-the-shelf' privacy policy, the company was keen to develop its own. This has now been finalised in conjunction with Vacancy Filler in line with GDPR requirements and applicants can review which details are kept about them on the system and ask for them to be deleted if required.



The result

The system is used both by the HR department and by hiring managers with some 40 people in total at various sites across the country involved in the recruitment process. After some initial brief training by the Vacancy Filler team, the company's HR Department can now post the same job electronically to multiple job boards with a single click.

