

Teamtailor



FOOTA2YUM 

Customer Case



Founded in 2005, and trading with over 65 high-street stores today, Footasylum is one of the UK's leading retailers.

The Footasylum team has a passion for streetwear and footwear, whether it's big-name brands or emerging bedroom labels, and a shared ethos that the products they sell are a lifestyle choice and not just functionality.

The company aims to move beyond the traditional experience of the high street to offer a more quirky and unique retail experience. Fun, creativity, and innovation are part of Footasylum's DNA and this is something the company's 2,500 employees appreciate whether they work in-store, the company's head office, the studio or the warehouse.



David Nottage

Head of Talent Attraction & Acquisition

FOOTASYLUM

Founded

2005

Number of employees

2,500+

Industry

Fashion & Retail

Head office

Rochdale, UK

Stepping up their recruitment

Footasylum has become a magnet for talent, receiving hundreds of applications for any of its jobs. The company was in the market for an applicant tracking system (ATS) that could serve its HR and talent acquisition functions as well as the wider organization.

While exploring their options, the HR team had specific requirements that were vital to their search. “Initially, the first two things that were important to us were the ability to change our careers site and to be able to augment it as we go forward,” explains David Nottage, Head of Talent Attraction & Acquisition at Footasylum.

“

I wanted something where I could go into the career site and really make an impact with time and trends but then also make it feel like a Footasylum website. We wanted something that represents us.

David Nottage, Head of Talent Attraction & Acquisition, Footasylum



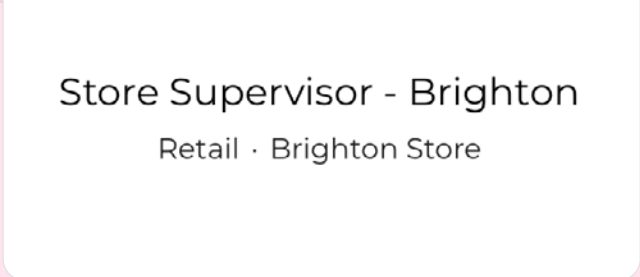
Full-Time Sales Assistant -
White Rose
Retail · White Rose Store



Store Supervisor - Newport
Retail · Newport Store



Store Supervisor - Bluewater



Store Supervisor - Brighton
Retail · Brighton Store



Senior Videographer
Studio · Studio · Hybrid Remote



Store Supervisor - White City
Retail · White City Store

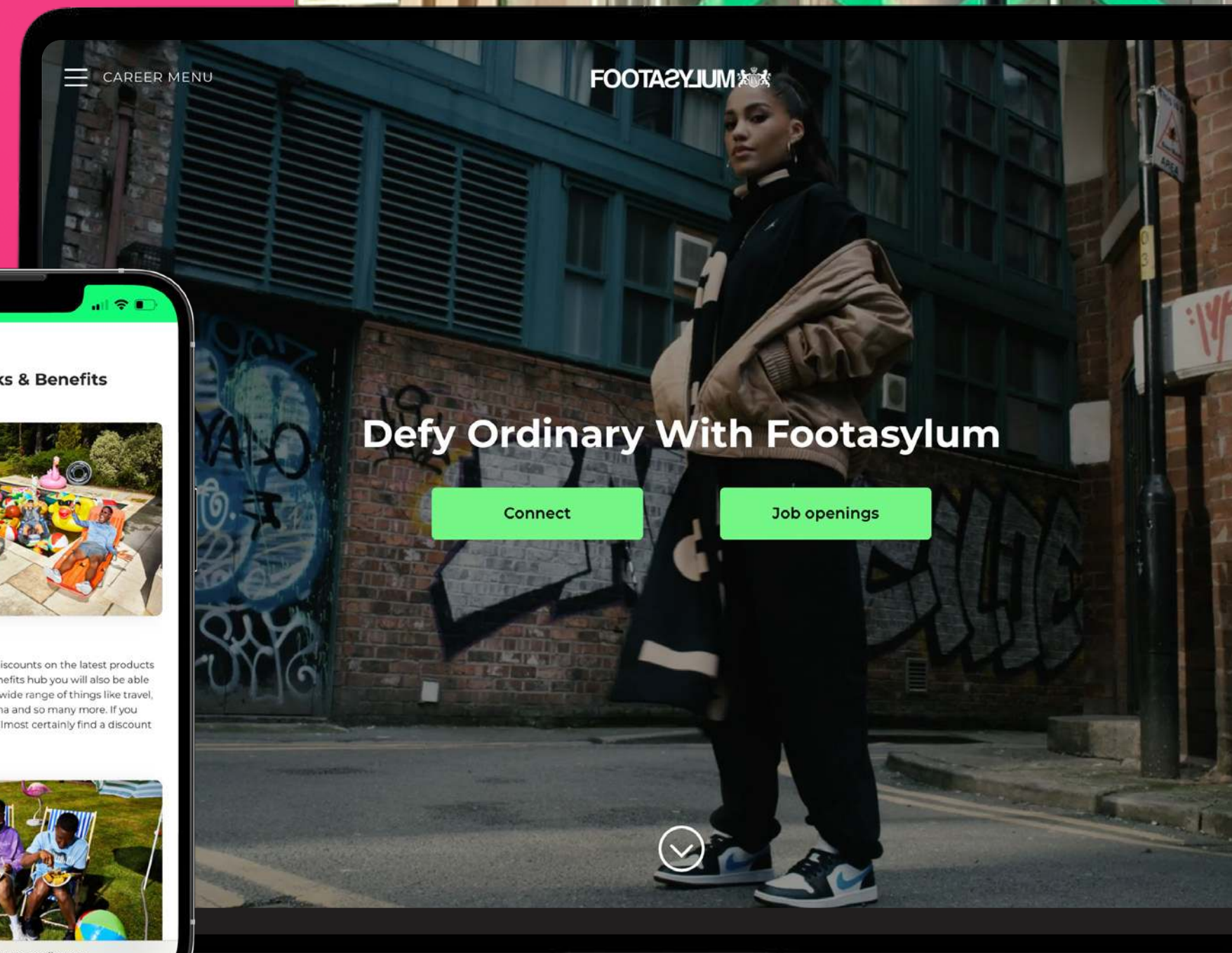
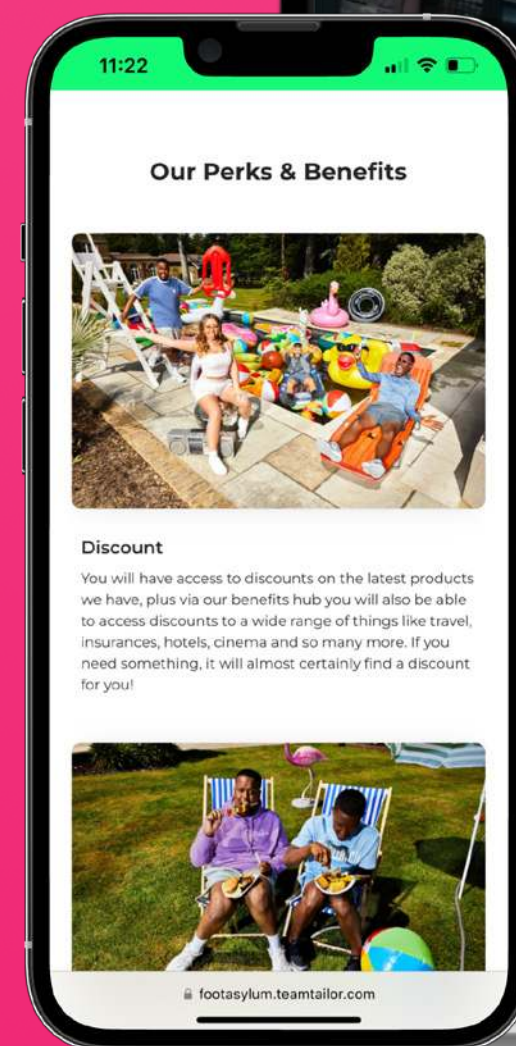


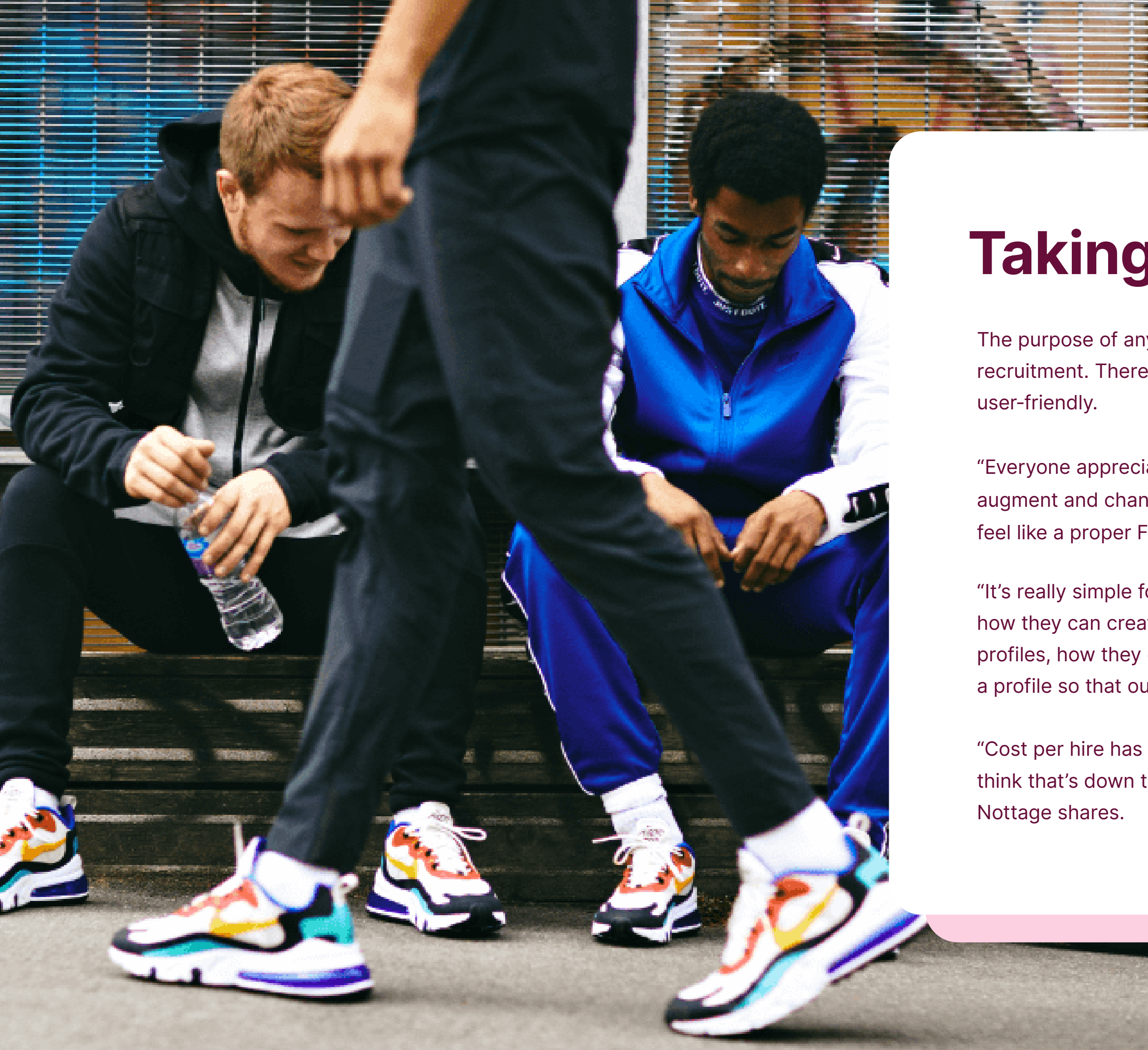
Finding the right fit

In addition to having a great career site that could be updated easily, there were other factors that were also crucial to their decision making. “It was imperative that the ATS works efficiently, effectively and was easy for our stakeholders to use. So, when you bring all of that together in one package, when we were selecting our new ATS, Teamtailor was the best product, in my mind, to fit our business.”

On choosing Teamtailor, Nottage shares, “We felt that there was a real good correlation between Teamtailor’s frontend, how people use it, and the ease of how it’s used.”

“Teamtailor has improved our recruitment processes fundamentally. Today, we have an ATS that’s solid and it’s the central spine to everything that we do in our business,” Nottage shares.





Taking a step forward

The purpose of any ATS is, of course, to streamline and optimize recruitment. Therefore, it's vital that the system is intuitive and user-friendly.

"Everyone appreciates the ease of the system and being able to augment and change our careers site the way we want and make it feel like a proper Footasylum environment," says Nottage.

"It's really simple for our people to use, whether it's drag and drop, how they can create notes, how they can collaborate on candidate profiles, how they can see their profiles, or how candidates can build a profile so that our team can find out more about the candidate."

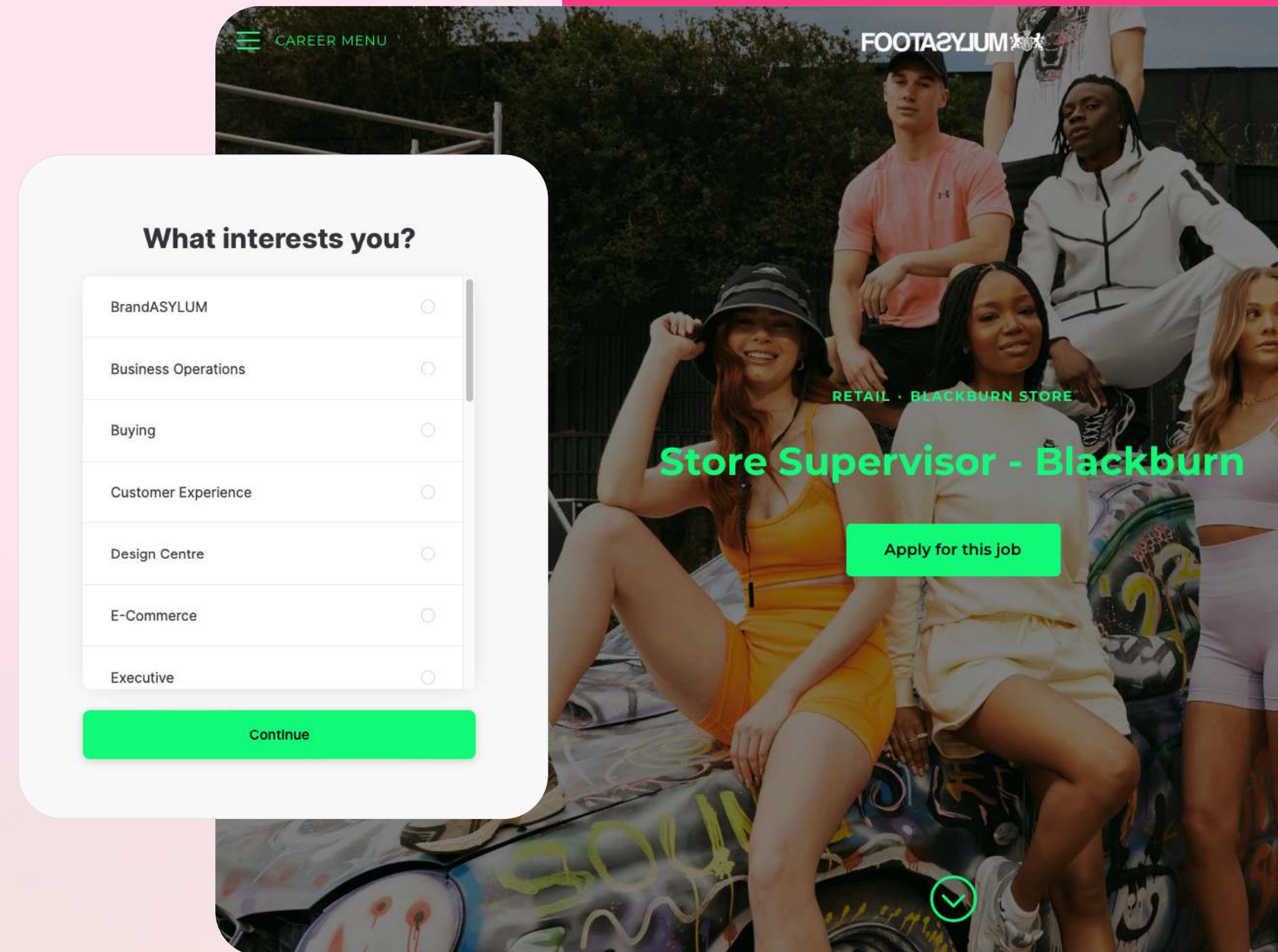
"Cost per hire has gone down. Time to hire has gone down. And I think that's down to the fact that the system itself is easy to use," Nottage shares.

The importance of Connect(ion)

As any modern company will tell you, employer branding is extremely important for both talent acquisition and employee retention. The reputation of a company plays an important role in employer branding, and, in turn, can directly affect the candidate experience. This is something Footasylum understands very well.

“We do a lot of work around our employer branding, which means we get a lot of applications via **Connect**. What it does is give the people who don’t get the job another opportunity to engage with us as a brand. It’s what we call our silver medal strategy,” explains Nottage. “We can send them updates, and notifications about different jobs in areas that they’re interested in. It gives us a touch point with people who are engaged with the business, but who ultimately may not be successful in their first attempt.”

Rather than just upload their CV and cover letter, candidates can also develop their profiles using Connect, which Nottage says gives candidates the best opportunity to show what really makes them stand out. “It tells us more about who they are and why they really want to work for the business, and ultimately gives them another opportunity to be engaged with the business for an opportunity that might come up down the line.”



Tailored to you

“For us, one of the benefits of Teamtailor is that you can customize your ways of utilizing the system based on the environment in which you work,” Nottage says. “For example, one of my team works in retail and that’s really high numbers – really high application numbers, really high processes, lots of really quick wins. So, for him, automation and trigger points are massive and that’s an element of the system that really works for him.”

It’s not only for retail jobs that Footasylum receives large numbers of applications. “If we put up a job for a position in marketing, we almost certainly have to close the post before it’s technically run because we get so many applications. It’s impossible to deal with the numbers. Again, that’s where automation comes in for us”, Nottage shares.

Nottage is quick to point out that automation doesn’t mean writing off candidates who aren’t the best fit for the position. “We also have a model where we try to assess every single candidate that comes through the system because we feel we have a duty to do that. If someone’s taken the time to apply to us, we can see the ones that have really built out their profiles, and that’s important for us”.

“

People are way more dynamic than just a piece of paper that represents what they’ve done. We try our best to make hires based on people’s potential, not based on where they’ve been or what they’ve done.

David Nottage

Head of Talent Attraction & Acquisition, Footasylum

Sole Search: Data-Driven Recruiting

Understanding behavior is key to understanding people. Through data and reporting, Nottage and his team can gain valuable insights into their candidates and their behavior. “The reporting suite allows us to see more than just candidate applications,” Nottage states. “We can see where they’ve come from and what their behaviors were like. We use Google Analytics on the careers site to see people’s behavior.”

For Nottage and his team, the goal is to truly connect with candidates and start a conversation. “We want to get to the point where the people who come to apply for a role are already engaged – they’ve already bought into the application process. That way, what they’re really doing when they speak to one of my team is having a real conversation about whether we’re the right place for them, and they’re the right person for us.”

Data can provide insights into many recruitment areas. For Nottage, the most important thing is using those insights to identify the right hires.

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It’s nice to see the data but I think the most important thing is asking ourselves will that person be happy to work here and will they feel that they contribute?

David Nottage

Head of Talent Attraction & Acquisition, Footasylum

Leading the way

A strong employer brand results in more candidates, increased engagement, and employee retention, enhancing the company's brand and reputation. However, as Nottage explains, this takes time. "Employer branding isn't an overnight win. It takes a long time. I've been at Footasylum over five years, and we're now at the point where I would say we're organically attracting candidates without much work. We're doing something consistently, and it's working."

Footasylum's career site has become a hub for talent where its brand and culture are front and center. "We're really good at displaying who we are as a brand and candidates get a feel for the career site in its own right. There are also the social strategies built by my team and the wider business that work towards the goal of directing people back to the career site because we're so confident in the way it looks, feels, and how candidates feel when they visit the site".

Life at Footasylum

No two days are the same. We encourage autonomy, creativity, imagination and ambition to be fuelled by the core principle that we create an environment for our colleagues to be successful. People who are motivated by being part of a successful team, whilst having the opportunity to express their passion and make a difference are who we want. We have a high performing, energetic environment and we want you to be a part of it. Sound like something you want to be a part of? Check out our latest Footasylum jobs today.



Our Perks & Benefits



Discount

You will have access to discounts on the latest products we have, plus via our benefits hub you will also be able to access discounts to a wide range of things like travel, insurances, hotels, cinema and so many more. If you need something, it will almost certainly find a discount for you!



Benefits Platform

We have a benefits platform that has amazing access to a range of cool tools and products. Things like a financial benefits hub, reward, recognition and importantly, well being.

Putting yourself in others' shoes

A functional career site is one thing, but having one that also engages visitors and creates a positive candidate experience is another. “The real key data for me that came and from building the career site was seeing the way we did things to make sure that candidates have the absolute best experience that they can,” Nottage says. “I mean, we genuinely care that candidates have a great experience because, in most cases, they’re not going to be successful in getting the job. And that’s really important for us.”

He elaborates, “It can be really disheartening when your application gets rejected, especially when you want to work for a brand like ours. What we try to do is soften that blow and make people feel valued. Ultimately, they’ve taken the time to come and apply for us and so we work really hard”.

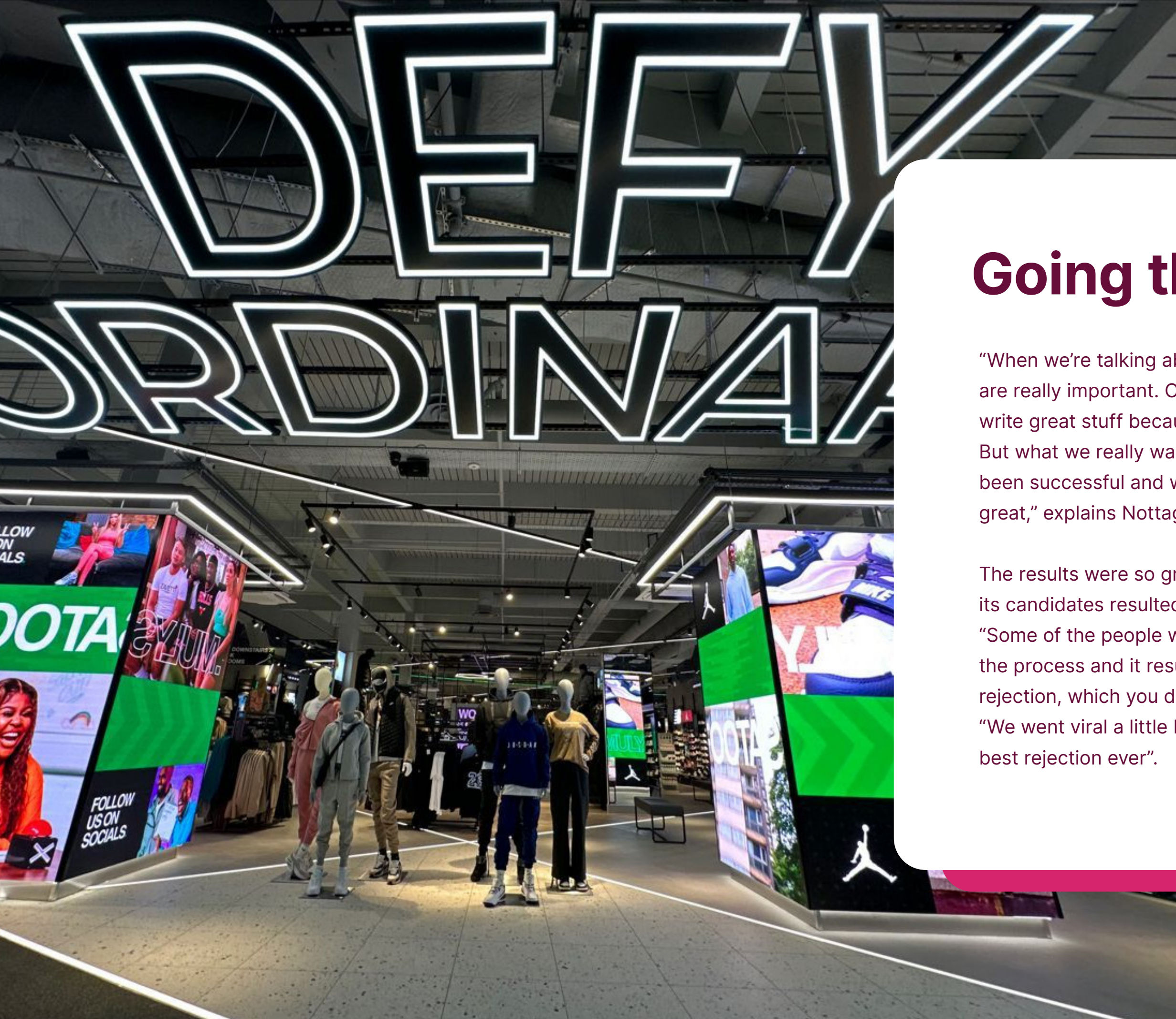
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Footasylum



Going the extra mile

“When we’re talking about candidate experience, reviews like NPS are really important. Obviously people, if they get a job, generally write great stuff because they’ve just arrived at the company. But what we really wanted to do is assess the people that haven’t been successful and when we did that, the results were really great,” explains Nottage.

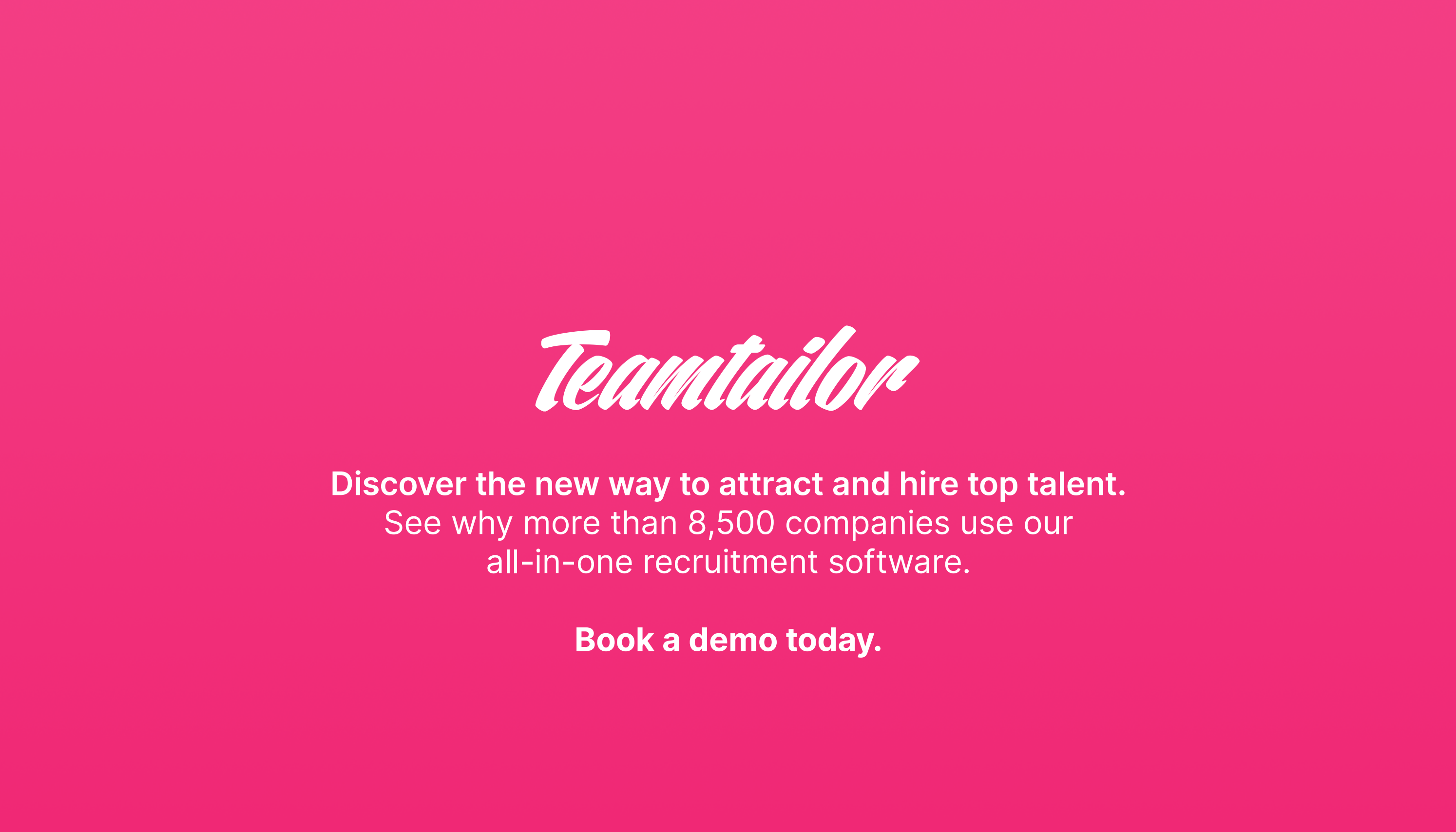
The results were so great that the company’s genuine care for its candidates resulted in some unexpected but welcome attention. “Some of the people who had been rejected were happy with the process and it resulted in us winning an award for our rejection, which you don’t hear very often!” he says laughing. “We went viral a little bit because people were writing things like, best rejection ever”.



“Post-Covid, a lot of people were experiencing a lot of stress and pressure. So, as a result, when we were rejecting candidates, which we ultimately had to do because the number of candidates we had at the time was extremely high, we provided links to mental health trusts and charities. We gave them some tips on how to write a CV.”

“We put up some basic links of things people could do to be proactive and it just lit up. It went viral. Candidates who were unsuccessful became our mouthpiece for marketing because they were so engaged with our brand. Since then, not only have they referred our interview process to their friends, but they’ve reapplied. And I think that’s key for us,” Nottage concludes.

...Now *that’s* how you build a strong and successful employer brand.



Teamtailor

Discover the new way to attract and hire top talent.
See why more than 8,500 companies use our
all-in-one recruitment software.

Book a demo today.