

Teamtailor

SATS

Customer Case

SATS

Founded in 1995 in Norway, SATS is the biggest fitness chain in the Nordics with over 275 clubs, 10,000 employees, and more than 700,000 members.

In addition to its cutting-edge studio facilities for individual training, SATS offers the broadest selection of group training options, superior programming, and highly qualified personal trainers for specialized training and individual coaching.

SATS' vision is to 'make people healthier and happier' through living the company's values, motivating and inspiring its people, and making sure everyone feels welcome.

As the largest fitness company in the Nordics and a company with a clear vision and strong values, SATS is an attractive employer. It was therefore important for the company to be able to attract the right talent and evaluate its candidates effectively.



Johanna Engström
People & Attract Partner
SATS



Johan Westberg
Nordic Culture & People Manager
SATS

Founded

1995

Number of employees

10,000+

Industry

Health & Fitness

Members

700,000+

A tailor-made solution

“We chose Teamtailor as our ATS for several reasons. The main reason was that Teamtailor gave us the ability to have one career site for the entire company instead of four local country versions, which we previously had. We’re an international company with English as our company language, so having one site for the entire organization works really well for us.”, explains Johan Westberg, Nordic Culture & People Manager at SATS.

Teamtailor’s all-in-one recruitment software includes an easy-to-use career site builder. Using drag-and-drop blocks, users can build an attractive career site that gives candidates a glimpse into what it’s like to work for the company. A career site enables companies to showcase their brand, highlight their benefits, company values, and much more. Candidates get all the information they need in one place and they can apply for a job in just minutes without creating an account or logging in.

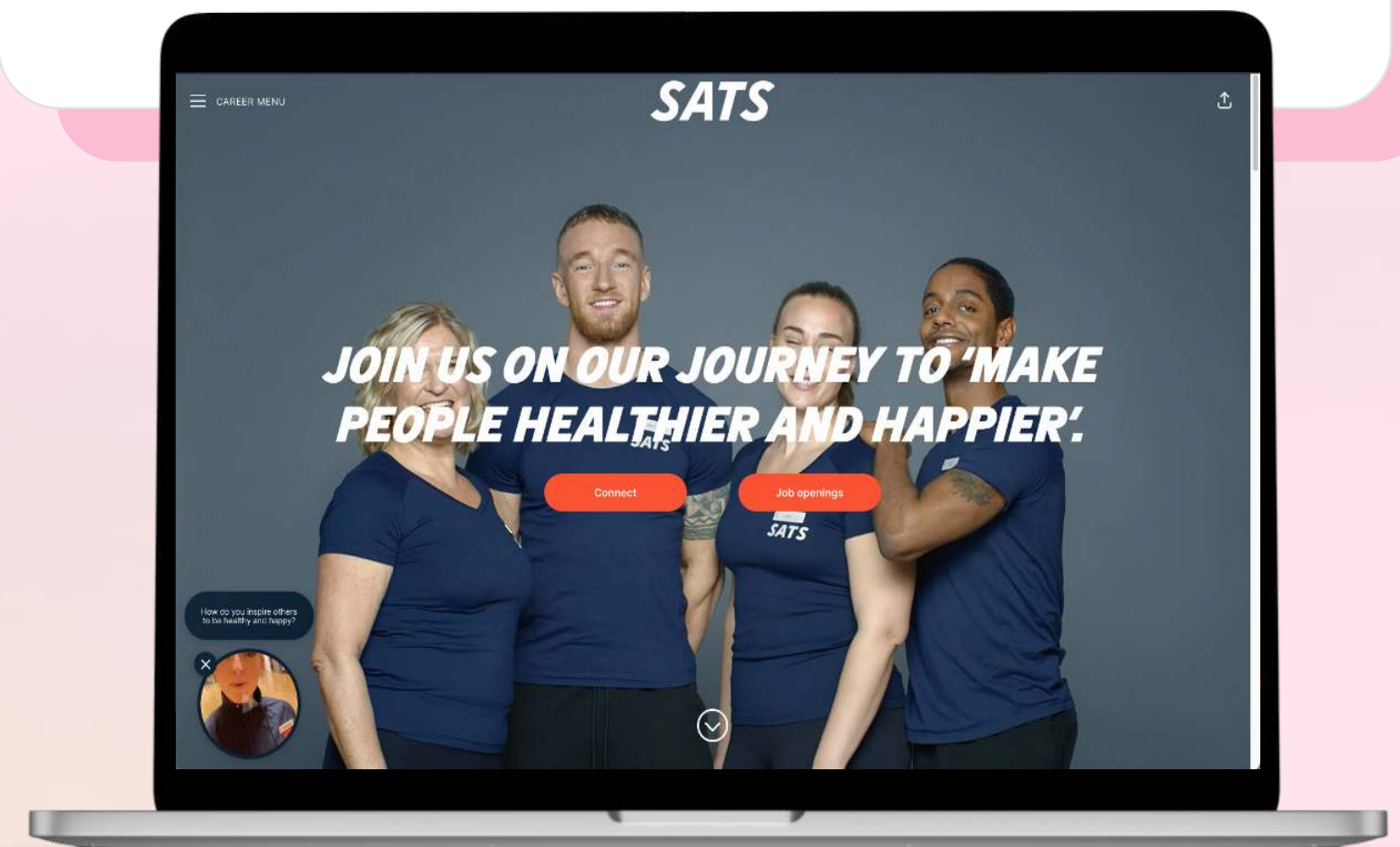
“We wanted an easy way to create an attractive career site to enhance our employer branding. The process of building it was so easy; we created a career site that is dynamic, sexy, and appealing,” shares Johanna Engström, People & Attract Partner at SATS.

“

We chose Teamtailor as our ATS for several reasons. The main reason was that Teamtailor gave us the ability to have one career site for the entire company instead of four local country versions, which we previously had.

Johan Westberg

Nordic Culture & People Manager, SATS

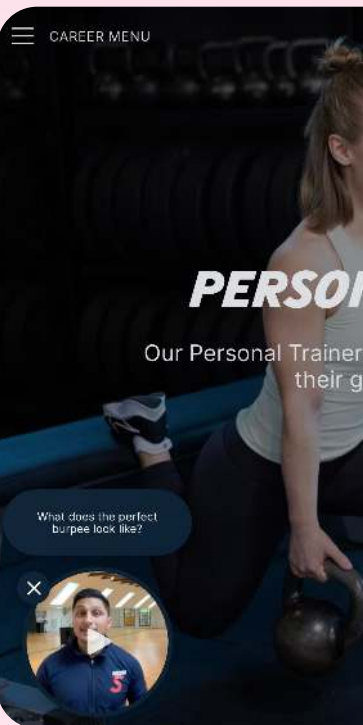
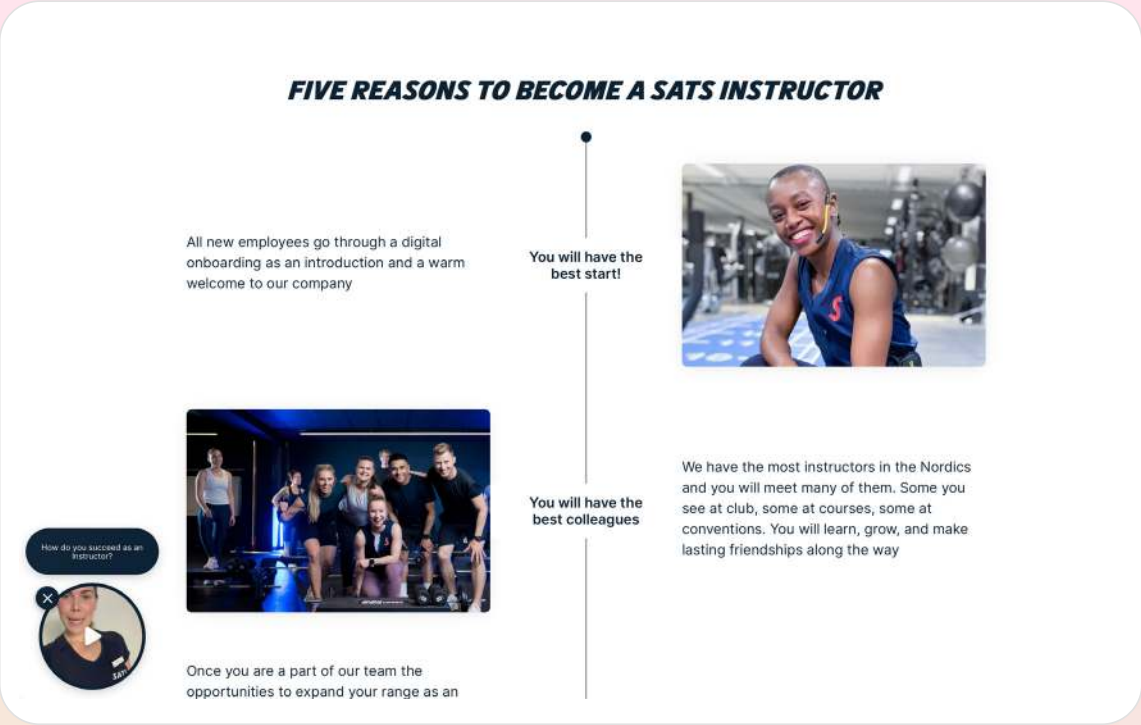


The **SATS career site** displays key figures such as the number of members, gyms, and employees, but, more importantly, it also shows videos and images of the company's happy employees.

SATS has created specific pages for its job openings, culture and values, information about working as a personal trainer, and information about working as a group training instructor.



A **LinkedIn report** shares that the number one obstacle candidates experience when searching for a job is not knowing what it's like to work at an organization.



The importance of employer branding

According to a **CareerArc study**, 75% of job seekers consider an employer's brand before applying for a job. SATS is a great example of a company that understands the importance of employer branding. The company uses its career site to showcase its brand and values and attract the right talent.

"It's important to us that the career site respects our core business and brand and that people feel that we authentically present our company", expresses Engström. "Everyone should feel that they want to be part of the team. The culture of SATS is rooted in our people and this means that employees should feel that they belong, that they matter, and that they can grow stronger and better by supporting each other's successes."

“

Everyone should feel that they want to be part of the team. The culture of SATS is rooted in our people and this means that employees should feel that they belong, that they matter, and that they can grow stronger and better by supporting each other's successes.

Johanna Engström,
People & Attract Partner, SATS

Manpower Group research shows that 77% of global workers feel a company's values and purpose are important when selecting an employer.

77%





“

We want our careers site to be like a small window into our world and the vast opportunities we offer. Employer branding is about showcasing what we have to offer and what's in it for potential candidates – to attract the best talent out there. Providing a positive candidate experience and maintaining a strong employer branding strategy is crucial in attracting and retaining top talent in today's competitive job market.

Johan Westberg, Nordic Culture & People Manager, SATS

According to Career Builder, nearly 4 in 5 candidates say the overall candidate experience they receive is an indicator of how a company values its people.

SATS says it has seen an increase in applications in each of the countries where it operates and the quality of candidates has also increased as a result of the better presentation of what working at SATS is like, what the role entails, and what benefits employees receive.

Onboarding and continuous development

When asked what are some of the notable trends emerging in HR and talent acquisition circles, Westberg says he believes onboarding is key and on top of the minds in most HR departments, including SATS. But why is onboarding so important?

According to software tool Exploding Topics, organizations with strong employee onboarding can increase retention by 82%.

“Onboarding is all about ensuring that our new employees feel motivated and engaged and that they understand the role to the fullest so that they can succeed”, he says. “We believe that onboarding is probably the most important part of the employee journey, and this is something that we heavily invest in”.

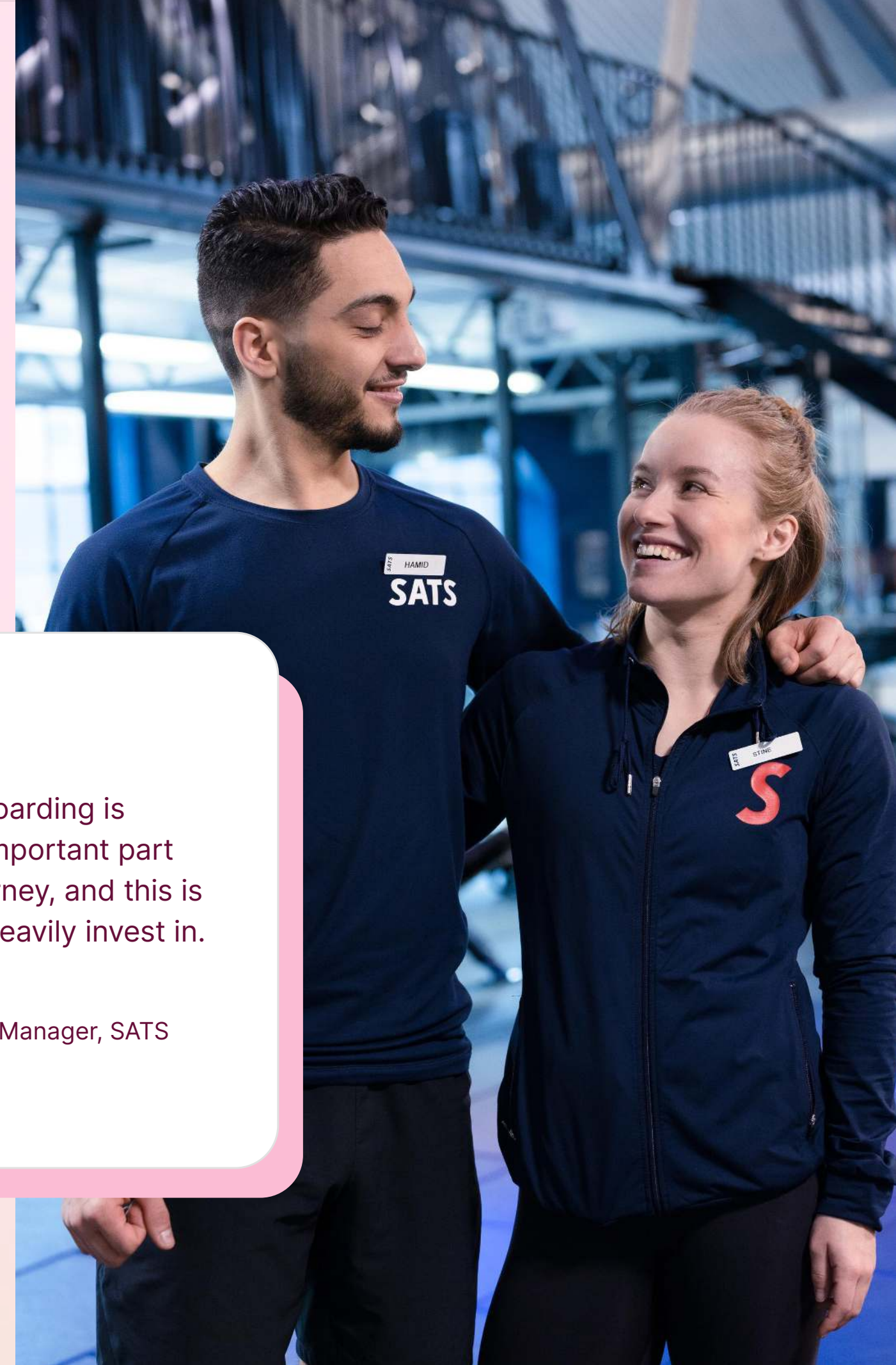
Additionally, Westberg shares that a key focus for SATS is continuous learning through upskilling programs to support employee development. “It’s all about staying ahead and keeping our skills relevant in today’s rapidly changing professional landscape.”

“

We believe that onboarding is probably the most important part of the employee journey, and this is something that we heavily invest in.

Johan Westberg

Nordic Culture & People Manager, SATS



Recruitment is a group effort

Hiring is rarely a one-person job. In most cases, cross-team cooperation is required to meet a shared goal – finding the perfect fit.

All SATS managers use Teamtailor today, and collaboration varies depending on the role they're seeking to fill, from a small to a larger hiring team.

Johanna Engström has recently taken over Nordic recruitment, and as a result, there are now approximately 400-500 users using Teamtailor throughout the Nordics.

“With Johanna’s role as our starting point, we’re in the process of creating a Nordic People & Attract team”, shares Westberg. “This means we’ll have a local recruiter and a People & Attract Partner in each country who will work together with the Hiring Manager on most of the recruitment process. This way, we’ll be able to

work more efficiently and can work on slightly larger recruitments and we’ll be able to build a pipeline and provide managers with a more qualitative pool of candidates.”

On how recruitment at SATS will look in the future, Engström says, “We’ve defined a clear Nordic recruitment process that begins with the Hiring Manager creating a recruitment profile request. The local People & Attract Partner is responsible for creating and publishing the job ad, as well as screening all applications. A top-five list is then provided to the hiring manager for interview invitations. All candidates get the same questions. The best part is that we’ll do it the same way across the Nordic region rather than several different ways.”



According to research by Deloitte:

Companies with a strong collaborative culture are **2.5 times more likely to be profitable** than those with a weak collaborative culture.

Companies with a strong collaborative culture are **5.5 times more likely to be innovative** than those with a weak collaborative culture.

Companies with a strong collaborative culture are **7.5 times more likely to be customer-centric** than those with a weak collaborative culture.

Finding the right match

Recruitment is a complex process. The challenge is to find the right person for the job among the many talented candidates in the pipeline. Structured evaluations can be a great way to make this process fair, efficient, and successful. Assessing candidates in the same manner and evaluating their profiles in light of the role's requirements will reduce bias and ensure the best match.

With **Job Match Score**, users can determine which candidates have the desired skills and characteristics. "A lot of information is required for recruiters to post job ads, screen and search for candidates, and conduct interviews. After this, the hiring manager takes over. Every candidate gets the same questions. Interviews are conducted using competency-based techniques. So, getting a Job Match Score based is incredibly helpful," Engström says.



“

A lot of information is required for recruiters to post job ads, screen and search for candidates, and conduct interviews. After this, the hiring manager takes over. Every candidate gets the same questions. Interviews are conducted using competency-based techniques to make them more equitable. So, getting a Job Match Score based is incredibly helpful.

Johanna Engström, People & Attract Partner, SATS

SKILLS	WEIGHT	 		TOTAL
Leadership	15%	2	4	3.0
Sales	15%	3	5	4.0
Problem solving	9%	3	2	2.5
Flexibility	3%	4	2	3.0
TRAITS				
Confident	15%	4	4	4.0
Positive	15%	5	3	4.0
Responsible	15%	3	5	4.0
Focus	9%	1	4	2.5



The importance of soft skills

Beyond a candidate's academic qualifications, relatable experience, and hard skills, interpersonal abilities, adaptability, and communication skills are also crucial when evaluating candidates. Soft skills are something that Westberg and Engström say has become increasingly important.

Joint research from Harvard University, the Carnegie Foundation, and Stanford Research Center found that 85% of career success comes from having well-developed soft skills and people skills.

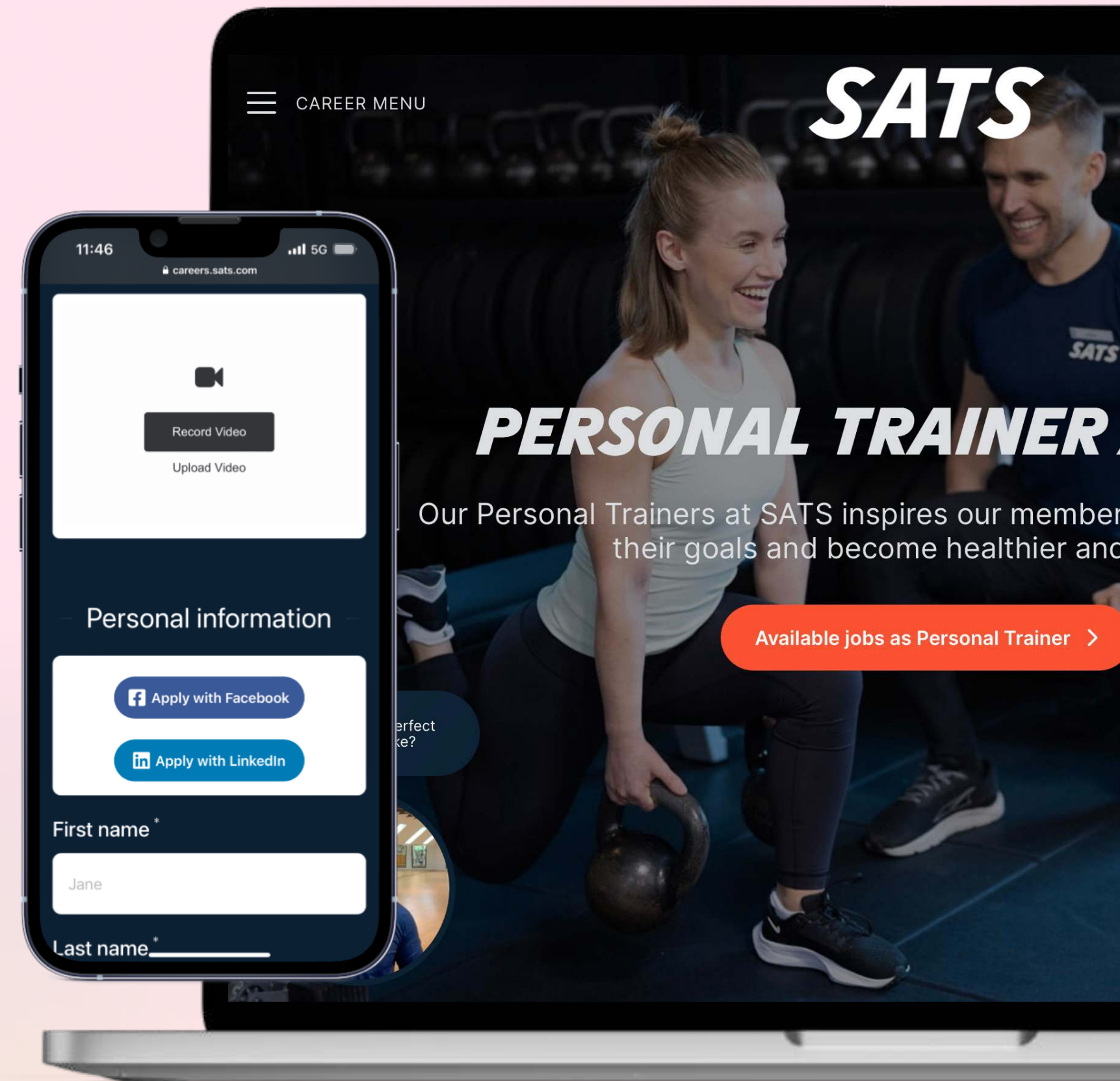
"Employers understand that in a world where change is constant, individuals with strong soft skills bring added value to the team. Today, the emphasis on soft skills is not just a trend; it's a fundamental shift in how employers assess and value candidates, acknowledging the importance of a well-rounded skill set for success in the modern workplace", Westberg says.

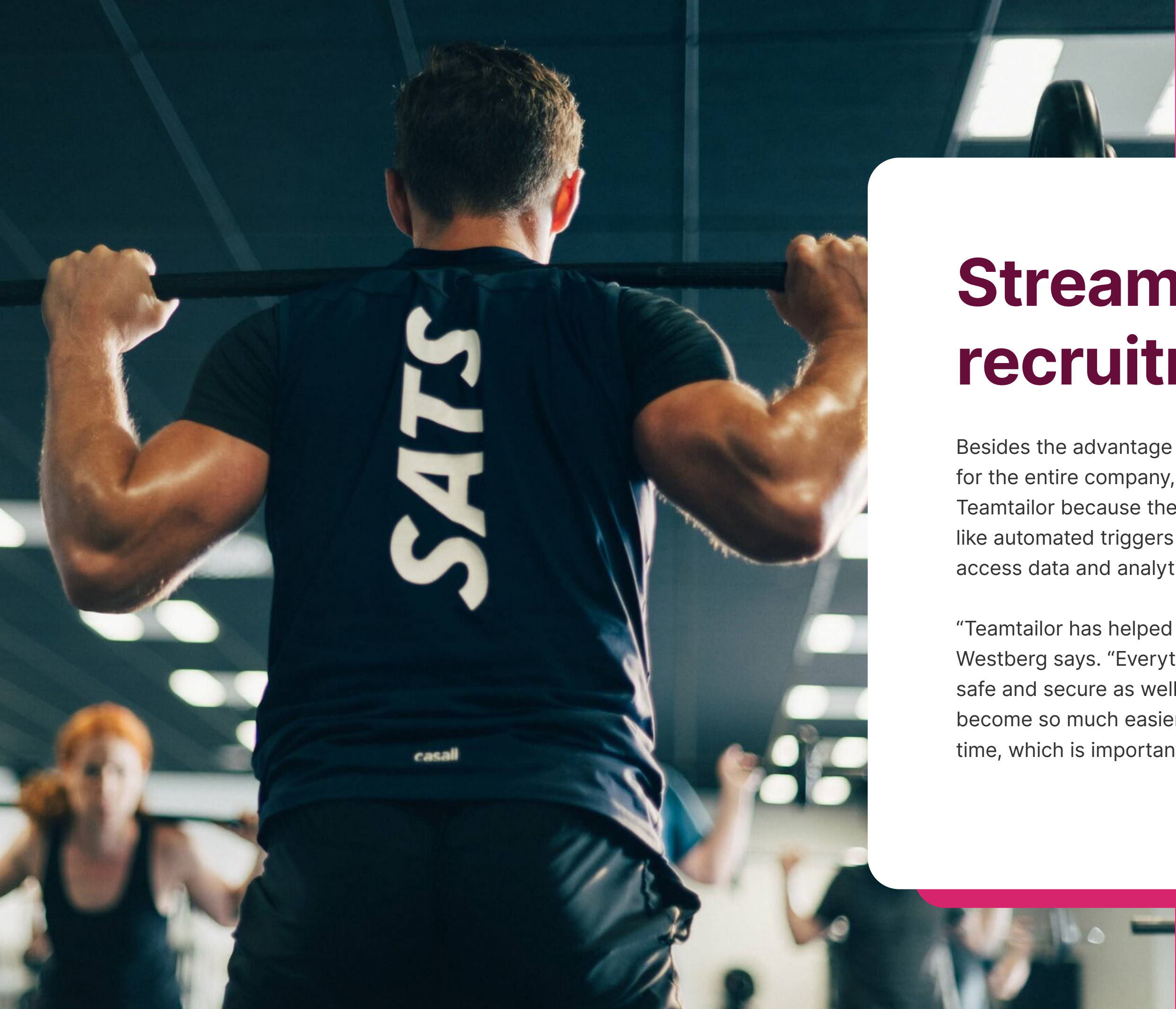
Screening for the right talent

As part of the job application process through the company's career site, it's common to require candidates to complete several mandatory questions. Companies can customize the questions however they wish, including for specific roles or requirements. SATS has just introduced a new step in its application process.

"We're currently conducting this pilot project here in Sweden where we're asking candidates to record a video of themselves", shares Engström. "This feature has been really useful to us since we can get a feel for the candidates before inviting them for an interview. We get to see their personality. First impressions matter, and we can tell quickly whether they are a fit for SATS from their video presentation. We're confident this will make a difference".

This part of the application process can also act as a filter. "Video applications might be off-putting for some people. But for us, instead of receiving hundreds of applications, we receive applications from those who really want to work with us. For us, this is an important step. It saves us time and helps us have a more qualitative recruitment process."





Streamlining recruitment

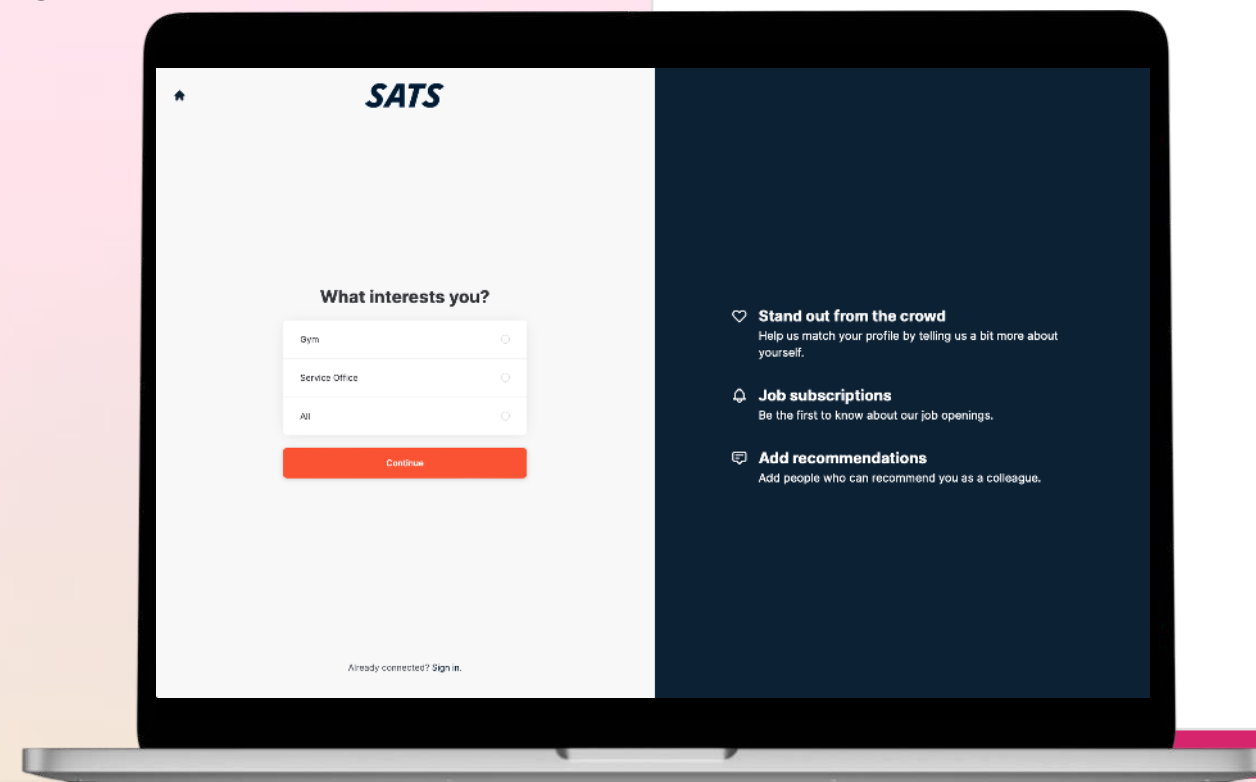
Besides the advantage of being able to have one career site for the entire company, Westberg shares that SATS chose Teamtailor because they liked the smart and innovative features like automated triggers and anonymous hiring and that they can access data and analytics that can help them improve.

“Teamtailor has helped us a lot with our daily operations”, Westberg says. “Everything runs smoothly, and seamlessly, and is safe and secure as well. The whole back office administration has become so much easier. There has been a significant reduction in time, which is important to us. **And our users love the system**”.

Tips for recruiters

When asked what advice he would give to someone looking to get into recruitment or talent acquisition on how to recruit, Westberg says, “It’s essential to understand your industry because knowing the ins and outs not only enhances your expertise but also positions you as a valuable player.”

Westberg also says that building a robust network is a game-changer in recruitment. “Connecting with professionals, staying in the loop, and fostering relationships can open doors to opportunities. One significant skill of a recruiter is the ability to listen actively and align expectations of both the candidate and the hiring manager. It’s about creating a harmonious match that benefits both parties.”



“

Connecting with professionals, staying in the loop, and fostering relationships can open doors to opportunities. One significant skill of a recruiter is the ability to listen actively and align expectations of both the candidate and the hiring manager. It’s about creating a harmonious match that benefits both parties.

Johan Westberg, Nordic Culture & People Manager, SATS



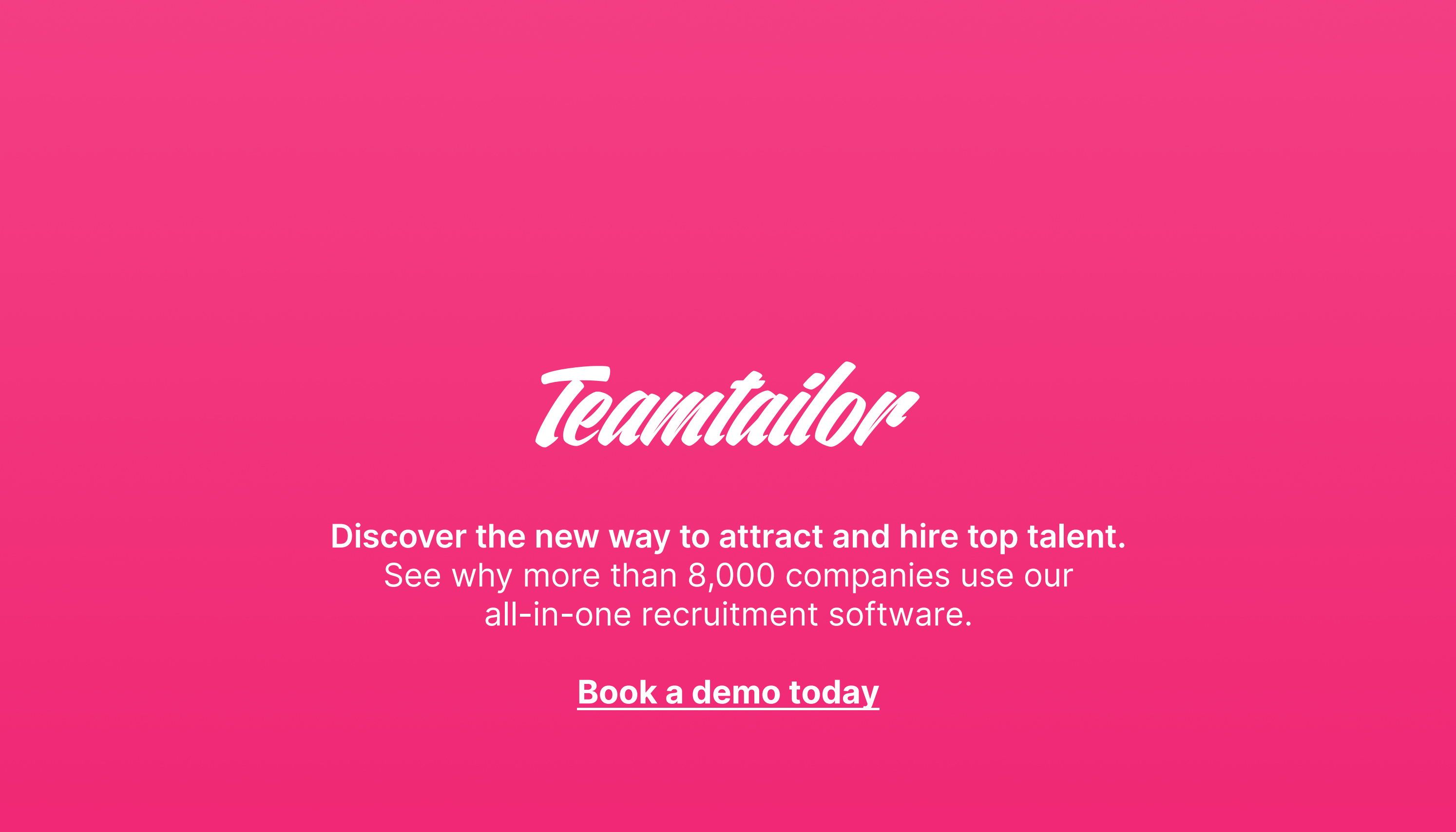
Understand your industry



Build a robust network



Foster relationships



Teamtailor

Discover the new way to attract and hire top talent.
See why more than 8,000 companies use our
all-in-one recruitment software.

[Book a demo today](#)