

Peopleclick® Case Study: 7-Eleven Takes Convenience to another Level with the Peopleclick RMS High Volume Solution™

7-Eleven at a Glance

COMPANY: 7-Eleven

INDUSTRY: Retail

HEADQUARTERS: Dallas, TX

GOAL:

To find a unified high volume solution for both their corporate and franchise store locations

THE SOLUTION: Peopleclick RMS High Volume Solution™

SOLUTION DESCRIPTION:

Support all types of hiring from a single solution, Peopleclick RMS. Peopleclick High Volume is part of our professional recruiting solution, allowing Human Resources to support the field with a best-of-breed recruiting suite while working in an application environment with which they are familiar. Seamless enterprise reporting across your operations is available through the common application and reporting database.

Founded in 1927 in Dallas, TX, 7-Eleven was the first convenience store to operate 24 hours a day. As the largest convenience retailing chain in the world, 7-Eleven serves approximately seven million customers each day. With 7,500 stores in North America and more than 34,200 stores around the globe, 7-Eleven is the undisputed leader in convenience retailing.

The Challenge

Three years ago, 7-Eleven began searching for a robust recruitment management solution for their internal hiring needs. The retailer was looking for a technology to streamline its hiring process, standardize their recruiting efforts and reduce cost. “Since we were implementing our first recruitment management system, we wanted a solution that could provide the functionality to support the distinctive hiring needs of our entire organization and offer the ability to expand across all operations,” said Jim Wahl, Manager of Talent Acquisition Systems for 7-Eleven.

The convenience store chain selected Peopleclick’s leading Recruitment Management System, Peopleclick RMS™, and experienced tremendous success with the product. As their business model began to shift, they started thinking about implementing a consistent recruiting process for their high volume workforce as well. “We began to move from a corporate platform to a franchise platform; therefore, it was imperative to have a system that could support franchised stores throughout North America,” added Wahl.

Recruiting the Old Fashioned Way

The 7-Eleven franchise stores conducted their recruiting the old fashioned way, using a traditional post-and-fill process. If a franchisee had an open position, they would either put a help wanted sign in the window, or place an ad in the local newspaper. Because 7-Eleven was moving toward a franchise-driven model, they needed a comprehensive hiring system that could support both corporate and franchise stores. “Since we had already automated our recruiting with Peopleclick RMS, Peopleclick High Volume was the next step in expanding our partnership,” said Wahl.

Reduced Cost

7-Eleven's previous high volume technology only supported recruiting for corporate locations, as is the case with many recruitment systems. However, when 7-Eleven extended their RMS capabilities to include Peopleclick High Volume, they were able to use the same recruiting solution for both their corporate and franchise stores, while saving a substantial amount of money along the way. "With Peopleclick, we were able to provide all of our stores, franchise and corporate, with a high-quality, top-of-the line product, and we recognized 60 percent in savings," added Wahl.

Easy to Use and a Time Saver

With Peopleclick's High Volume Solution, 7-Eleven store managers turned their sourcing process from reactive to proactive. Even when an opening is not readily available, candidates apply for positions at their leisure, indicating their desired job types and locations. Peopleclick High Volume automatically reviews their application against pre-defined criteria and presents 7-Eleven with a list of qualified applicants. So when a new or replacement employee is needed, a pool of readied candidates is automatically waiting for evaluation. "The solution continuously sources candidates for us and automates the selection process, while minimizing the staffing burdens for our store managers," said Wahl.


The Results

When an organization is able to respond to candidates more rapidly, abandonment rates and time-to-hire decrease dramatically. "One of our store managers opened a position and within 10 minutes, they had a list of qualified candidates ready for review," said Wahl. "This solution has given store managers an extensive talent inventory from which to choose quality candidates within minutes of opening a position. Because Peopleclick High Volume does the sourcing for you, it is now much easier for a hiring manager to select the right candidate at the right time."

Peopleclick's High Volume Solution provides 7-Eleven the unlimited capability to leverage their corporate brand as desired and has contributed to over 500 candidates a day applying for positions throughout North America. "The seamless enterprise reporting gives us the tools and knowledge to gain a complete picture of our entire staffing process," added Wahl. "With Peopleclick, 7-Eleven is able to successfully recruit for our professional and hourly talent, all with just one solution, and I couldn't imagine using any other system."

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About Peopleclick

Peopleclick provides software and services that empower companies around the world to find, attract and hire quality people—in less time, with less risk. Peopleclick’s technology, consulting expertise and support give companies the vision and flexibility to strategically manage all of their talent resources—whether they are salaried, hourly, or contingent. Founded in 1997, the privately-held company currently serves 1,800 clients in 192 countries, including 54 of the Fortune 100. Peopleclick products support users in organisations ranging in size from large, multi-national corporations to small and medium-sized businesses.

For more information about Peopleclick and its market-leading talent acquisition technology, visit www.peopleclick.com.

Peopleclick®

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