

## Restoration Hardware Automates Recruiting In Retail Environment

### Background

With over 100 retail stores, 3500 people and revenues of more than \$520 million, Restoration Hardware needed a powerful recruitment automation solution that could grow with them and remain flexible enough to meet all their diverse hiring needs. With a growth rate of almost twenty percent over the last year and an outlook promising even more rapid growth over the next few years, the popular retailer looked for an application that would meet enterprise level needs without a six-figure price tag. They were looking for a partner that could provide solid returns during growth and help them perfect their recruiting processes. Also, since Restoration Hardware was implementing its first ATS, they required an easy-to-use, straightforward system that users, and eventually hiring managers, would adopt quickly and easily. SonicRecruit was clearly the best partner for them.

### Why Automate Recruiting with SonicRecruit?

#### 1. Long-term Value

Large, multi-location organizations often dread even beginning the search for recruitment systems because they fear the investment will be too large to yield a beneficial return. Most vendors who market to the enterprise crowd carry a hefty price tag with a long, involved implementation process, often requiring specialized project managers, requiring more human capital costs. SonicRecruit disproves that assumption by offering Restoration Hardware the comfort of an established, successful company that provides a high-powered, smart system that could handle all their varied needs. SonicRecruit's configurable system presents adaptability for rising stars like Restoration Hardware whose processes are bound to change with their growth. "SonicRecruit is the only system we saw of many that offered infinite possibilities for flexibility without additional costs and long programming schedules," says Rick Nelson, Manager of Recruiting for Restoration Hardware. "The ability to change the fields and the workflows on our own within the system proves that we will not only see a return on our investment in the first year, but for the duration of our partnership. That was the key to our decision," he adds.

#### 2. Pro-active Recruiting

"In the days before SonicRecruit, we were working from paper resumes and applications and with a highly competent staff of recruiters, we managed to accomplish our goals, we did not have time for the kind of pro-active recruiting we wanted," notes Rick regarding their previous challenges. "Now, we are implementing pro-active recruiting with great results. We can access information in one place, giving us time to focus on the best candidates and reach out to them to get the best people in the industry at Restoration Hardware," he explains. Now that administrative tasks such as filing and entering data manually for recordkeeping are gone, they can see the return on investment already through focusing on the best candidates and moving them through the process much more quickly.

#### 3. Multi-Location Management

In the retail recruiting business, one of the biggest challenges is streamlining hiring processes and communications with all of the stores. "We wanted to maximize the efficiency of our hiring efforts and ensure we get qualified candidates to hiring managers quickly," notes Rick. "SonicRecruit helps us create a strong pipeline of qualified candidates for our retail locations by screening candidates, matching them to job profiles, and then immediately sending them to the appropriate hiring manager." Restoration Hardware has already seen an increase in qualified applicants for managerial and store positions by attracting such applicants through the custom career site and then following up immediately with the best and sending them to hiring managers right away, ensuring they don't lose those excellent future employees through time lags.

***"Only SonicRecruit offers infinite flexibility at no cost so we get a return on our investment right away and through the duration of our partnership."***



***"We're at our busiest hiring pace ever, and with SonicRecruit we're right on track with all of our goals."***

### **Moving Forward in the Holiday Season**

Now, with the retail holiday season in full swing, Restoration Hardware is more prepared than ever to face that most hectic time of year. "We are currently at our busiest hiring pace ever, and with SonicRecruit at our fingertips, we are right on track with our goals," says Rick. Before SonicRecruit, trying to keep up with the stores' holiday hiring and corporate hiring during the fourth quarter was a daunting task. Now, the recruiters at Restoration Hardware can relax a little more at the end of the year. There is a noticeable change in the atmosphere without all the running around to offices and filing cabinets tracking down the status of applicants and following up with everyone involved in the process. "The only problem we have now is deciding what information to prioritize first since we can report on so much data we never had before. It's exciting."

### **About Restoration Hardware**

Restoration Hardware, Inc. is a specialty retailer of home furnishings, functional and decorative hardware and related merchandise that reflects the Company's classic and authentic American point of view. Restoration Hardware, Inc. sells its merchandise offering through its retail stores, catalog (800-762-1005) and on-line at <http://www.restorationhardware.com>.

### **About SonicRecruit**

SonicRecruit delivers a dynamic web-based Applicant Tracking System, primarily focusing on the mid market, yet scalable enough to satisfy Fortune 500 clients. This flexible design includes features such as Automated Requisition Approval, Hiring Manager Self-Service, Vendor Management Portal, Custom Career Site Integration, and Ad Hoc Reporting in order to automate and refine the hiring process. For additional information please visit our website at <http://www.sonicrecruit.com>