

# SUCCESS IN RETAIL



Destination XL, a specialty apparel retailer with multiple brands and consumer channels, initially engaged Headway for full-cycle recruitment operations. This partnership involved high-volume sourcing, attraction, assessment and hiring of District Managers, Store Managers and Assistant Store Managers for the company's 500+ U.S. retail locations. Headway developed a completely new and centralized recruitment strategy that includes customized behavioral evaluations, robust online screening processes including realistic job preview videos. Headway provides the ongoing recruitment of more than 500 management personnel on an annual basis.

Through Headway's recruitment program DXL's hiring manager satisfaction has dramatically increased. DXL has also reported much greater satisfaction with the candidate experience, leading to greater efficiency in the hiring process. Additionally, there has been a significant increase in the company's quality of hire metrics, such as reduced turnover, improved store sales productivity and key operating metrics, most notably dollars per transaction. Headway and the company have expanded their successful recruitment and hiring partnership with Headway now handling seasonal/contingent staffing for field positions.



Lindt Chocolate, an internationally known chocolatier wanted to reach customers outside of its established markets and in a new store concept. Their existing operations and human resources departments partnered with Headway to plan the hiring of a store manager, assistant store manager, and several associates for each of 20 new stores. Headway's recruiting team then worked closely with regional operations executives to source, screen, and present candidates throughout the Midwest and Southeast markets where the stores were opening. Due to the nature of Lindt's products, a specific profile was developed and used by Headway recruiters to ensure that Lindt got exactly the type of employee they sought to introduce new customers to their brand.

As a result of this close working relationship, Lindt was able to achieve their goal in a timely and cost-efficient manner above and beyond their own expectations. All 20 stores went from concept to fully hired and operational within a 90 day timeframe. The new store format was deemed so successful that it continued to be employed beyond the initial project's scope. Headway was able to deliver exactly what Lindt asked for while working alongside their existing retail HR and operations infrastructure.

Learn more how Headway can connect your retail or consumer brand with talent solutions that improve results and performance.

headwaycorp.com  
solutions@headwaycorp.com  
919-424-5800