

Retail Hiring: Combating burnout and shifting skills.

REFOCUSING HIRING TO SUPPORT CHANGING
DEMANDS AND BETTER COMMUNICATION



HireVue

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The retail industry employs millions of people across the world with positions stretching across all types of employment. The industry relies not only on hourly positions like retail and sales associates, customer service reps, store managers, and warehouse employees but professional positions like corporate staff, buyers, and IT teams. Not to mention, campus employees are frequently working entry-level or part-time hours.

The past few years have hit the global workforce hard as businesses have faced shutdowns and permanent closures. In the United States, there are [17.8 million people](#) working in the retail trade industry in 2022. However, according to the [US Chamber of Commerce](#), "The leisure and hospitality and retail industries have had the highest quit rates since November 2020, consistently above 4.5 percent."

EMEA is reeling from the pandemic and Brexit, as the UK hospitality sector vacancy is [twice](#) that of the economy as a whole. In [Australia](#), hospitality employers are suffering from historic labor shortages. While the problem has persisted for decades, when the Australian border shut down, it left the industry particularly vulnerable due to its reliance on foreign workers who returned to their home countries during the pandemic.

Workers have been asked to adjust to not only a changing industry landscape but a changing world at the same time. Labor shortages, poor communication, and shifting position demands have forced hiring teams to re-evaluate their hiring techniques.

Core Challenges

Hiring teams in retail are facing **five major challenges**:

- Labor shortages have hit retail hard.
- Position demands are shifting.
- Employees don't feel heard.
- Challenges hiring for tech roles persist.
- Manual hiring is a double-edged sword.

LABOR SHORTAGES

Labor shortages are affecting everyone, and retail is taking an especially hard hit. In [March 2022](#), 4.5 million workers quit their jobs, and retail resignations increased by 146,000 from March 2021 to March 2022. Retail employees are burned out from the pandemic, and they're asking for better compensation, benefits, and predictable schedules. Not to mention many workers took time to learn new skills and then look for jobs that offer a better work-life balance and/or better pay and benefits.

So it's no surprise companies are reporting ongoing difficulties in hiring workers. According to Forbes, "In July 2021, a Korn Ferry survey found that 51% of retailers surveyed already report having moderate trouble hiring store employees, and 36% report 'significant challenges.' Plus, ["27% of retail leaders stated turnover was their biggest challenge."](#)

TURN YOUR CUSTOMERS INTO CANDIDATES:

The labor shortage is forcing teams to reimagine how they reach candidates. HireVue mobile-friendly solutions include our text-powered recruiting assistant. Incorporating solutions like text-to-apply enables teams to easily reach more candidates. Start turning your customers into candidates—by just pressing "send."

POSITION DEMANDS ARE SHIFTING

Hiring teams are also facing the fact that specific position demands are shifting and finding the right skills to fill them is increasingly difficult. [The McKinsey Global Institute](#) predicts that hours spent performing physical and manual tasks in retail will decrease from 24% (2016) to 18% in 2030 and that the hours spent performing basic cognitive skills, like "[basic literacy and numeracy](#)," will decrease from 27% (2016) to 24% in 2030. In contrast, hours spent on tasks that require interpersonal and technological skills will increase dramatically. According to the same report, nearly 90% of executives and managers say their organizations either face skill gaps already or expect to develop these gaps within the next 5 years.

ASSESS FOR TOMORROW'S SKILLS:

HireVue offers the technology needed to accurately and fairly assess for the skills and competencies needed in this ever-changing landscape. HireVue [Builder](#), our structured interviewing tool, offers validated behavior-based questions, tied to competencies, and evaluation guides then ensure everyone is evaluated the same. Teams can also incorporate [Assessments](#) into the hiring process. Our game-based, interview-based, and coding assessments provide science-backed insight into candidate skills—and potential.

EMPLOYEES DON'T FEEL HEARD

Employees are struggling to feel heard and are struggling to communicate with the front office. In fact, [37% of retail workers](#) are contemplating quitting "due to a combination of poor management, pay and benefits, and poor communication." Contributing to the labor shortage, they're looking for opportunities where they feel valued and respected as employees—and people.



Core Challenges *(continued)*

CHALLENGES HIRING FOR TECH ROLES PERSIST

Hiring for tech roles is even harder within non-technical industries. According to one [Harvey Nash Group report](#), 66% of the 2,100 senior IT decision-makers polled said that a lack of tech skills was preventing their firms from keeping up with the pace of change. Interestingly enough, the survey also found that the sectors most likely to hire more IT professionals in 2022 were those under the greatest pressure to solve this problem.

At the top of the list? **Retail**.

CODEVUE READS CODE, SO YOU DON'T HAVE TO:

It can be hard for non-technical teams to evaluate technical talent, which means unqualified talent isn't always filtered out early in the process. [CodeVue](#), HireVue's technical hiring solution, offers coding tests and assessments to measure for the most relevant competencies. Autoscored challenges not only assess accuracy and detect cheating and plagiarism but show how unique coding is compared to other candidates. CodeVue, available in many different coding languages, gives you a complete assessment of technical talent, so teams can make sure they are making smart hiring decisions.

MANUAL HIRING IS A DOUBLE-EDGED SWORD

Many hiring teams are still relying on lengthy, outdated, and opaque processes that hobble recruiters. These processes keep teams from efficiently filling roles, waste time on manual tasks, and keep them from the foundation of the business—servicing customers. In an industry where a steady stream of recruits is crucial, outdated processes created from a lack of hiring technology can turn candidates off—and create an entirely negative candidate experience. When recruiters are unable to quickly evaluate candidates for key skills and competencies before an interview, they not only lose the best candidates but negatively impact their bottom line.

How HireVue can help.

With **4 of the top 5 U.S. retailers using HireVue**, HireVue is the leading end-to-end talent experience platform for retail employers.



Attract and engage via text and conversational AI



Screen and assess with chat and game based assessments



Schedule automatically



Virtual or on-site interview and job preview video



Keep candidates engaged post-hire

FILL JOBS AND SHIFTS FAST

In retail, one thing is always top of mind—servicing your customers quickly. Don't keep your customers waiting because you can't hire fast enough. Technology built for hiring, like HireVue, allows teams to engage and hire quality candidates faster while unburdening hiring managers with a text-powered, automated hiring process. According to a recent [survey](#), "51% said their chatbots improved the responsiveness of their candidate communications." **HireVue conversational-AI allows you to hire up to 4x faster by engaging candidates all the way from "hi" to "hired."**

Hiring managers have enough to do, so let HireVue handle the manual, recruiting tasks from engaging and evaluating to scheduling interviews. With all the hiring automation tools in one end-to-end solution, you can save time by allowing candidates to record [OnDemand](#) interviews, or let them [self-schedule](#) their live interviews—so all managers have to do is show up.

By incorporating HireVue OnDemand interviews, recruiters at Amazon University in EMEA saved over 68,124 hours on 58,392 interviews in 2021—representing a 48% YOY savings increase compared to 2020.

One Fortune 50 retailer incorporated HireVue OnDemand video interviewing to hire both full-time and seasonal employees. By replacing resume and phone screens for full-time candidates, hiring teams could quickly create a short list of candidates to then bring in for the final in-person interview and offer conversation. For seasonal employees, on-demand interviewing replaced phone screens and interviews to immediately fill roles.

As a result, the team saw:

390,000

interviews completed in only 4 months

61%

of interviews completed on a mobile device

6,096

interviews completed in a single day

51%

of interviews completed outside normal business hours

How HireVue can help (continued)

TREAT CANDIDATES (AND EMPLOYEES) LIKE CUSTOMERS

Creating a positive candidate experience shows you value your employees, respect their time, and want to create an environment built for success. Many of your candidates are burned out and searching for an organization that respects them and provides a healthy work-life balance. Remember that many of your candidates are also your customers, so ensure your hiring practices are created with them in mind. Deliver a customer-grade experience, so they want to not only work for you—but continue buying from you as well.

HireVue Direct Messaging allows you to send out hiring campaigns from a platform (not a personal phone) with a direct link to apply through a text. It also allows teams to engage with current employees—many of whom are asking for healthy communication between the two parties. Teams can send 1:1 or campaign SMS messages from a secure, compliant platform instead of having to use their own devices.

When the COVID-10 pandemic swept the globe, [Black Angus Steakhouse](#) levered HireVue's [texting platform](#) to support employees during uncertain times. **They saw a 74% response rate within an hour and a 96% response rate within 24 hours.**

FAIR AND TRANSPARENT HIRING

Candidates, especially early in their careers, are seeking companies and roles that align with their values. They want to work for companies that work to support their DEI goals and who ensure their hiring is fair for everyone. With HireVue [Builder](#), hiring teams are provided job-related attributes so that teams can assess for the right skills for the job—even when those skills shift. Teams can structure their interviews with validated questions to provide the same great experience for all candidates to ensure consistency and fairness. Plus, gain greater insight from your hiring ecosystem with HireVue [Assessments](#) which assess candidate skills and potential—ensuring you assess all candidates the same.

TO LEARN MORE, GO TO [HIREVUE.COM](#).





How HireVue can help *(continued)*

HRIT Teams:

HireVue is a seamless ecosystem—not a clunky tech stack. Our technology integrates with leading ATS, including Workday, to support easy data sharing and collaboration across hiring teams. HireVue also provides best-in-class security as the only end-to-end hiring experience platform that is FedRAMP certified. You can rest assured your sensitive data is protected.

HIRE FOR TOMORROW'S SUCCESS

In an age of high quit rates, hiring for retention is increasingly important. HireVue identifies and fast-tracks the candidates with the skills and certifications you need to better retain them—and impact your bottom line. Go beyond resumes and hire the employees who will actually grow your business. HireVue not only provides deep insight into a candidate's job aptitude but provides a quick and engaging experience that can be completed in under 30 minutes. Evaluate candidates on key skills like drive for results and initiative, adaptability, and conscientious—skills that don't always show up on a resume but actually measure a candidate's ability to grow with your business. Identify and assess candidate skills that will fuel future growth and assess their readiness for meeting tomorrow's challenges.

Customer story

AMAZON

Driving hiring innovation and experience with HireVue

Problem:

Needed a way to hire faster using a high-tech solution with a human touch

Solution:

HireVue automation and OnDemand interviewing

Results:

- 68,124 recruiter hours saved
- 300% more candidate reach
- 86.8% candidate satisfaction

