



LEROY MERLIN

(a French home improvement
and gardening retailer)



CASE STUDY

How Leroy Merlin achieves 1 million € annual savings and improves its **candidate experience** by switching to a **long-term** recruitment strategy

Leroy Merlin (Paris Area)

29

stores

5000

employees

5

recruiters

500

hirings / year
(among which 8%
management positions)

Main issues

- ✗ **High turnover**, increasing during the last years
- ✗ **Lack of efficiency** in centralizing the recruitment process
- ✗ **Heterogeneous** recruitment processes from one store to another
- ✗ **High volume of unqualified** applications

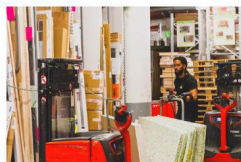
→ The solution implemented with Visiotalent

Video as first step of the application process



LEROY MERLIN RECRUTE EN ÎLE-DE-FRANCE

Choisissez le
métier qui
vous intéresse



Logistique

Je garantis la bonne délivrance de nos produits jusqu'aux clients.

DÉCOUVRIR ●



Vente

Au quotidien, j'accueille et je conseille mes clients.

DÉCOUVRIR ●



Service & Relation Client

Je fais vivre à mes clients une expérience exceptionnelle.

DÉCOUVRIR ●

Hôte service relation client

ÎLE-DE-FRANCE

POSTULER



Écoutez Marine vous parler de son quotidien !

Votre terrain de jeu :

Les services Encaissement & Relation Client du magasin (accueil, paiement, reprise marchandise, fidélisation, plateforme téléphonique magasin, relation client à distance, cours de bricolage, événementiel clients, etc.)

Les grands axes de votre mission :

- **Facilitateur**, vous souhaitez faire vivre à votre client une expérience exceptionnelle et l'accompagnez sur l'ensemble de son parcours d'achat en magasin et sur internet ;
- **Empathique**, vous prenez plaisir à servir les autres et à solutionner toutes les situations même les plus délicates avec positivisme et bienveillance ;
- **Organisé**, vous savez répondre à plusieurs sollicitations à la fois et gérer le flux client, même en cas de forte affluence ;
- **Responsable**, vous respectez les procédures d'encaissement et êtes attentif à votre sécurité, celles de vos collègues et de vos clients.

Nos autres métiers :

- Responsable service relation client
- Manager service relation client

Voir tous nos métiers

1

The candidate discovers the company and its jobs

FR

Jane Doe
Responsable des ressources humaines

Bonjour,

Chez Leroy Merlin, l'important c'est VOUS !
C'est pourquoi j'ai souhaité vous poser quelques questions, pour mieux vous connaître.

Vous pourrez y répondre en vous enregistrant simplement depuis chez vous, avec votre webcam.

Vous avez bien sûr la possibilité de vous entraîner à l'exercice avant de passer l'entretien.

LEROY MERLIN

Hôte Service & Relation Client

Votre entretien durera environ 8 minutes.

M'entraîner

Passer l'entretien

[Plus d'informations sur l'entretien](#)

?

2

He applies by recording a video and adds his geographical mobility

The screenshot displays the VisioTalent recruitment platform. On the left is a dark sidebar with navigation options: 'Mes campagnes', 'MA CAMPAGNE', 'Candidats', 'Vidéos', 'Candidats archivés', 'Candidats partagés', and 'Édition'. The main header is blue, featuring a search bar labeled 'Recherche' and a user profile for 'Jane Doe' with a notification badge. The central content area shows a job listing for 'Hôte Service & Relation Client' (external recruitment) with a candidate profile for Julie Dupont. A large video player is centered, showing a play button over a photo of Julie Dupont. Below the video, the candidate's name 'Julie Dupont' is displayed, along with the text 'Invité(e) par Jane Doe - 15/09/2019' and 'Vidéo reçue le 21/09/2017'. A 'A traiter' button and a three-dot menu are also visible. On the right side, there is a vertical menu with three items: 'MON EVALUATION', 'EVALUATION DE L'EQUIPE', and 'EVALUATION DES COLLABORATEURS', each with a downward arrow.

3

The team assesses the videos and takes contact with the shortlisted candidates

Actual results

From June 2019 to January 2020

4,950

videos
received

217

new
hires

Focus on Managers

From

15,000 applications
23 hirings

To

1,950 videos
40 hirings

X20

conversion rate

Productivity gains...

The recruitment team can cover more hirings with the same people involved.
+30% hirings in 6 months !

...and time saved

The team now has additional time to cover **head hunting** on key penuric positions.

But also:

an improved candidate experience

The “Happy Candidates” index increased from **3,8 to 4,4** after implementing the video application platform.

91% of candidates declared having a positive experience !

Besides, the rate of candidates who didn't show up when they were invited to an interview decreased by 40%!!



‘By decreasing the amount of unqualified applications to manage, we can dedicate way more time to each candidate in the process and follow them individually until they are hired.



Marine Grousseau, Talent Acquisition Manager

As a result : First-year Turnover decreased by 33% !

Savings estimated by Leroy Merlin : **1 million euros/year**
on the 17 stores involved

”

‘Video as first step of the application process filters the candidates
who are not really motivated.

Also, candidates who visit the platform can access a lot of videos
and have a better understanding of our jobs.

Thus, they apply knowing exactly what their day-to-day will be if they get the job.’

Marine Grousseau, Talent Acquisition Manager

Methodology : Comparison of first-year turnover of new employees on S1 2018 (before the video recruitment platform) vs. first-year turnover on S1 2019.

And without regret !

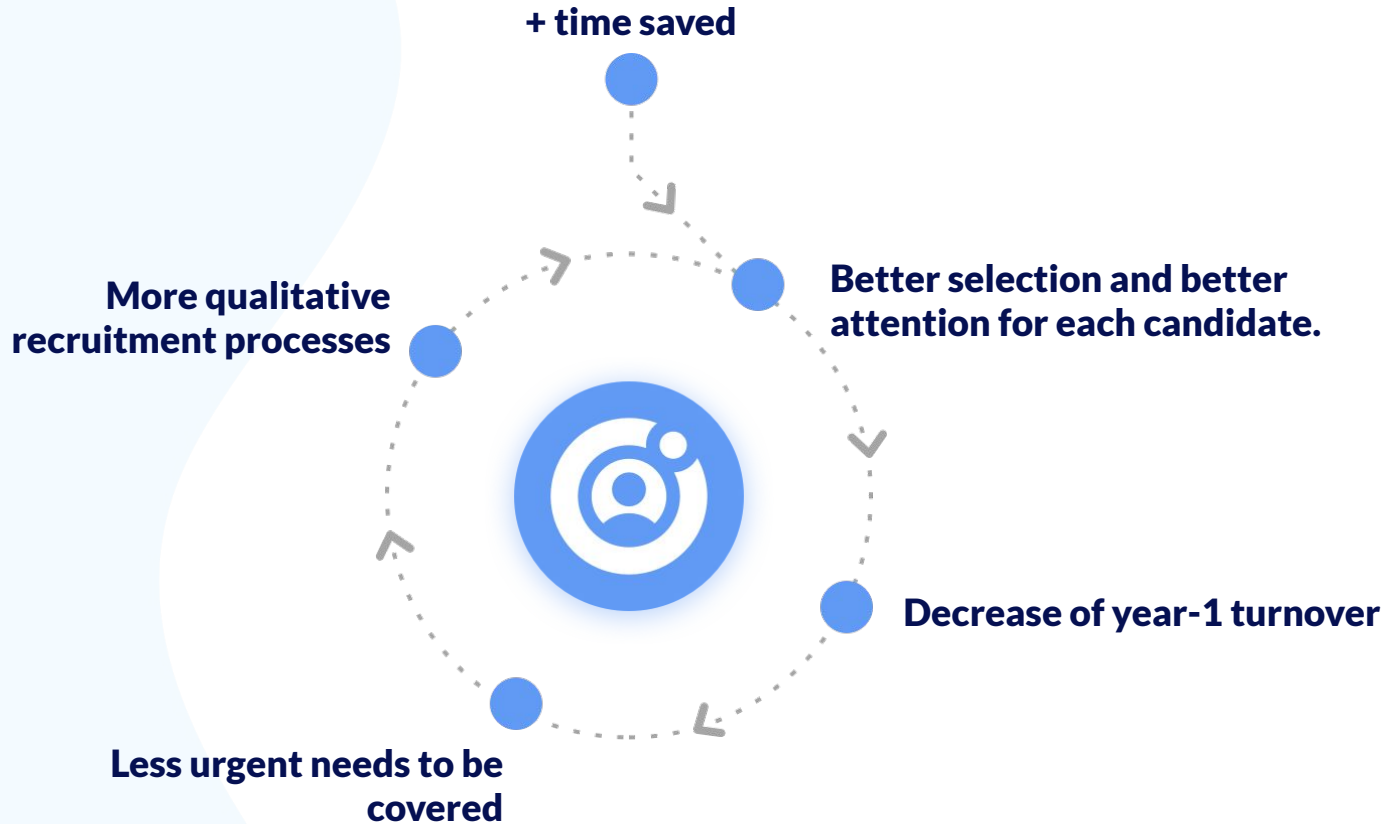
Are you sure you are not losing any good candidates in the process?

YES!

In september 2019, the recruitment team of Leroy Merlin got in touch with **1,200 candidates** who started the recruitment process and didn't complete the video recording.

- 42 (3,5%) only were still interested by the position
- 10 (0.83%) only were selected for a collective interview
- None was eventually hired...

From a short-term approach to a long-term approach



Clever Connect
Meteojob - Visiotalent - HRmatch