



Customer insight

An inspiring talent acquisition solution promotes an exceptional employer brand





Inspiring solution,
exceptional
employer brand

To meet its recruitment requirements in terms of both quality and quantity Sephora needed to implement a tailored recruitment tool that would enable line managers and regional directors to manage recruitment locally. It was also vital that the selected tool could live up to the Sephora brand characteristics of innovation, excellence and customer satisfaction.

To help attract and retain the best applicants in the market the company decided to enhance its employer brand – a key aspect of its overall brand image – with a unique recruitment website that would provide candidates with an 'Entertaining Employment Experience'. "Our top priority is customer satisfaction and in this case the candidates are our customers," explains Sophie Mouhieddine, HR Development Manager at Sephora.

Setting the scene

A subsidiary of the world's leading luxury brand group LVMH (Moët Hennessy - Louis Vuitton) Sephora is a major perfume and cosmetics retail chain whose strategy is based on growth and innovation. The company has almost 4,000 employees in France and over 1,000 shops and points of sale throughout the world.

A selective perfumery retailer since 1970, Sephora differentiates itself from its competitors through its unique ability to transform shopping into pleasure. Its 'Entertaining Shopping Experience' concept is supported by constant innovation based on a distinctive proposition; amazing sales events; attractive, educational merchandising; and unprecedented loyalty programmes and services.

Inspiring solutions

Sephora is using Lumesse* Talent Acquisition to manage external recruitment and internal mobility. Following a pilot in France, the solution has been rolled out to other countries including Spain, Poland and Italy.

The careers section is accessed via the HR portal at www.leffetsephora.com, which the company uses to communicate its values and the roles on offer.

It does this using video testimonials by existing employees and an HR blog that facilitates dialogue with candidates. Transparency, innovation and customer satisfaction are fundamental to all internal and external communications.

"Information transparency was a priority when we redesigned our HR portal. Giving our employees a voice was a deliberate decision to avoid appearing too institutional, which would have gone against Sephora's spirit of innovation. It also enables us to give candidates a realistic impression of what it's like to work at Sephora," says Mouhieddine.

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Sephora

Fantastic outcomes

Lumesse Talent Acquisition enables many tasks to be carried out online such as targeted mailings and web chats with candidates. The screening questions make it easier for the HR team to qualify CVs and create pools of potential candidates. Everything has been designed to build and maintain a strong relationship with candidates.

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Rolling out the talent acquisition solution has increased the volume of applications Sephora receives, which have jumped from 50,000 to 150,000 in just two years.

“We can now be more selective in our recruitment and we are saving over €250,000 a year on recruitment costs,” explains Mouhieddine.

“Previously we relied on expensive recruitment advertising in the press. Now we can communicate in a different way, over the long term, using the internet, blogs and opinion pieces in the press – all of which help to reinforce our reputation as an interactive employer that is here to stay,” says Mouhieddine.

“Since we started publicising the wealth of careers available in retail we have been receiving applications from business school graduates who would previously have been interested in head office functions only,” continues Mouhieddine. “Through interactive and transparent communication with candidates and by emphasising internal development opportunities, we have managed to reassert the value of careers in sales and retail.”



In brief

Solution: Talent Acquisition
Industry: Retail
Country: France, Italy, Poland and Spain
Employees: 7,000

Faced with an increase in recruitment requirements Sephora decided to focus its recruitment efforts around its strong employer brand. In the context of rapid growth and accelerated globalisation Sephora's priority was to attract the best candidates in the market.

To promote its employer brand Sephora embarked on a campaign that was based principally on an innovative, candidate-friendly recruitment website.

To take advantage of the Sephora brand's identity, the Group wanted to ensure the site would reflect its core values of customer satisfaction and innovation.

Since rolling out Lumesse Talent Acquisition, Sephora is saving over €250,000 a year on recruitment costs. A significant increase in the volume and range of applications it receives means it can now be more selective in its recruitment.

About

Lumesse is the only global company making talent management solutions work locally. We help customers around the world to implement successful local talent management initiatives that identify, nurture and develop the right people, in the right place, at the right time. Our multi-cultural background and presence means we understand how to deliver talent solutions that work the way our customers work, as individuals and as teams, because no two people, organisations or cultures are the same. We regard differences as strengths, not as obstacles.

1,700 customers work with us in over 70 countries because they recognise that commitment, innovation and value only come from people. We help customers to unlock and inspire that human potential in their businesses. Our integrated talent management solutions are comprehensive, intuitive, secure and fully internationalised into over 50 languages.

We have Lumesse offices and partners in more than 40 countries, covering EMEA, the Americas and Asia-Pacific. To find your nearest office and talk to someone who speaks your language, visit:

www.lumesse.com/get-in-touch



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