



# Choosing the right recruitment software in retail and hospitality

A step-by-step guide to choosing recruitment tech that's a true springboard for success for your business, your employees, and your customers.



# Contents

<b>Introduction</b>	3
<b>Part 1</b> Deciding if you need new talent tech	4
<b>Part 2</b> Six pillars for choosing best-fit software	7
<b>Part 3</b> Making your final decision	12





**With talent leaving in droves, it's a tough time to be a recruiter in retail or hospitality.**

UKHospitality estimates that talent shortages are suppressing economic activity in hospitality by £22bn.<sup>1</sup> And 99% of UK retail leaders are worried about the impact of talent shortages.<sup>2</sup>

Retail and hospitality businesses are desperate for great people. But finding, hiring, and keeping them takes herculean effort. People finders are on the frontline, under pressure from all angles.

The competitive advantage when you get recruitment right is huge. Better recruitment doesn't only impact HR outcomes; it impacts the business' bottom line.

**Keep reading.**

**In this buyer's guide we'll show you:**

- **Three signs you need new talent tech**
- **Six pillars of great recruitment software**
- **Four ways to narrow down your shortlist**

1. Business Live, 'Extremely challenging recruitment in hospitality and tourism is costing economy billions of pounds', June 2022.

2. Business Leader, '99% of retail business leaders concerned about talent shortages', August 2022.

**Let's go...**

# Part 1

## Is it time for new talent technology?

Five years ago, 'good enough' might have been good enough. Heaps of brands relied on built-in recruitment software bolted onto existing HR, payroll, and rostering software without too many issues.

But the working world has changed. Retail and hospitality businesses are under the cosh. Tight margins are tighter than ever. High turnover is higher than ever. And hiring great people is harder than ever.

An efficient, fast recruitment process and a great candidate experience are an enormous competitive advantage.

Yesterday's tools are rarely good enough. Software that was modern two years ago is often a dinosaur by today's standards – and so are the recruitment functions that rely on them.

**Good enough isn't good enough anymore.**



# Three good signs you need a new recruitment platform

## #1 Your ATS is stalling progress

Recruitment software becomes obsolete fast. Today, great talent tech typically delivers much better against critical metrics like time-to-hire, application completion rate, accepted offer rate, and quality-of-hire. The right platform is a springboard for better for your stores, restaurants or hotels, your people, and your customers.

## #2 Your ATS is too complicated

When your recruitment is devolved to heaps of busy managers, you need tech with great UX. Or instead of ROI you'll see only frustrated recruiters, managers and candidates. And rejected offers. And empty roles. And disgruntled customers. And ultimately, lots of questions about why recruitment isn't delivering.

## #3 Your recruitment has changed

Like most retailers and hospitality businesses, you've probably undergone a heap of change in the last few years. Does your recruitment software still meet your needs – and the needs of your candidates?

“

**Since working with Tribepad, we've increased total application volume by 92%, and applications for hard-to-fill roles by 150%. We've also reduced time-to-hire by 35%.**

We have much wider representation within the talent market now and stand out from our competitors in attracting highly-sought after talent. We love that Tribepad focuses on the whole candidate experience, recruiter experience, and manager experience.”

Resourcing Manager, Well Pharmacy



[Read how Tribepad empowered Well Pharmacy to transition from support function to strategic function.](#)

# Part 2

## Six pillars for choosing best-fit talent tech

We asked recruitment pros what their biggest priorities are for buying talent tech that powers better hiring.<sup>10</sup> Here's what they said:

1. Functionality
2. User experience
3. Value for money
4. Integrations
5. Support
6. Security

10. Tribepad, Client Voices Survey and Client Voices Interview, November 2020

## 1. Essential functionality

When you're building your requirements list, come back to fundamentals: **What are your biggest recruitment challenges?**

For retailers and hospitality businesses, that's probably talent shortages. In this sector, you need to hire fast. Without sacrificing candidate experience or quality-of-hire.



**Talent pooling.** Build talent pipelines filled with great people, ready to go. And create alumni networks to supercharge seasonal hiring.



**Volume hiring.** Lots of speedy stuff like automation, templates, job cloning, quick job distribution, and bulk actions to take care of the heavy lifting.



**Simple sourcing.** Scouring endless job boards is so yesterday. Look for tech that can search every board from one place in seconds.



**CRM.** Build and promote a winning employee value proposition with awesome (and easy) recruitment marketing campaigns.



**Video interviewing.** Spot the superstar customer service skills a CV can't capture. The right tech should make video interviewing super simple and fast.



**ED&I functionality.** Build a fair and inclusive recruitment process, to build a workforce that represents your customer base.



**Onboarding.** Make sure your new starters actually start. And stay. And deliver the value you hired them for, from day one onwards.



**Compliance.** The let's-avoid-legal-trouble bit. The right tech should effortlessly integrate with leading digital right to work checking providers.



**Five-star candidate experience.** Deliver flexible, fair, and fast candidate journeys that bring the right people into the business. **Before anyone else can.**



“  
**Tribepad has been instrumental to increasing diversity.**

**Anonymous Applications has completely removed the risk of unconscious bias from our recruitment journey.”**

Talent Acquisition Manager, Sofology

“

**Tribepad's look and feel has won us a lot of credit with our users.** It's really modern, catchy, an engaging look and feel platform.”

Retail IT Product Manager,  
IPC Europe for Subway



## 2. User Experience

Recruitment is complicated but your recruitment tech shouldn't be. Look for hiring software that's easy for recruiters, managers, and candidates.

- ✓ Bird's eye visibility over recruitment
- ✓ At-a-glance progress summaries
- ✓ Automated alerts and nudges
- ✓ Secure mobile access
- ✓ Lots of templates and bulk actions
- ✓ Robust process guardrails

## 3. Value for money

**Retail and hospitality margins are being squeezed: you need recruitment software that justifies its investment with provable ROI.**

It's also become pretty common for vendors to tout low entry-level costs while burying sky-high hidden costs. Look for software with transparent (and fair!) pricing, that's proven to deliver value to businesses like yours.



**“  
Within the first year of using  
Tribepad we saw a 40% drop  
in agency costs.**

We save thousands every month by using Talent Search to find candidates in our talent pool, so we don't have to pay agencies or job boards for many of our roles”

Resourcing Partner, Sodexo





## 4. Integration

Look for software that maps into your existing tech stack easily. Stop silos springing up and data getting stuck down one-way alleys. **Efficiency is the name of the game.**

[Explore Tribepad's partner ecosystem.](#)

## 5. Security

**Robust security is table stakes.**

- **Cloud-based.** Cloud tech is more easily monitored and updated, to keep pace with evolving security practices.
- **Uptime.** Modern software should guarantee at least three nines (99.9%) uptime, so your people are never left in the lurch.
- **Security standards.** Your software should be certified to rigorous security standards, to protect your data from evolving threats.
- **Protected APIs and servers.** Your tech should be protected by hardware and software firewalls, to protect against unwanted intruders.
- **User protection.** Recruitment that involves many users and locations shouldn't increase risk. Look for best-practice protection for user interactions.

## 6. Support

Great talent tech providers don't just sell you a product. They're subject matter experts and true partners. Don't settle for being sold to. **Invest in a partnership that'll help you grow.**

# Part 3

## Making your final decision

Now you've narrowed down your technology needs, you'll probably have a few providers on your shortlist.

Here are four bases to cover to narrow down your choice.

### 1. Ask your network

Ask other retail and hospitality businesses about the providers you're considering. But make sure to look for apples-to-apples comparisons. A luxury hotel faces different challenges to a fast food chain.

Here are ten questions to ask.

### 2. Online research

Check out common software comparison sites and social media, to understand your shortlist's strengths and weaknesses. Ideally, look for reviews from other retail and hospitality businesses.

### 3. Client referrals

Case studies from other retailers or hospitality businesses are an absolute must. And person-to-person conversations are even better. Ask providers if they'll connect you to their other clients. (Brand ambassadors are a great sign!)

### 4. Get a demo

There's no better way to get to grips with new software than a personalised demo. Ask providers to walk you through use cases that matter for your organisation. You should get an instant feel for whether the software's right for you.

...and now you'll need to build your business case, to show senior decision-makers why your choice makes the most sense for the business.

Here's how.

## And you're done!

Work through this guide and you'll be well on your way to ensuring your recruitment software is a true springboard for success - for your business, your employees, and the customers you serve.

**Now the only thing left is to get started!**

### Here's a quick action checklist with next steps:

- Grab your team and brainstorm must-haves and nice-to-haves
- Talk to stakeholders to clarify internal constraints like budget and timeframe
- Talk to IT and confirm technical must-haves
- Create an evaluation scoresheet to assess providers
- Start desk research to build your longlist
- Brainstorm all the questions you need providers to answer
- Set up initial calls and start narrowing down a shortlist of providers

**And start booking those demos!**





## About Tribepad

# Fairer, faster, better hiring

Tribepad is the trusted tech ally to smart(er) recruiters everywhere, designed to help you fall back in love with recruiting.

Our simple, flexible talent acquisition platform takes your recruitment headaches away so you can get back to what you love – helping people find careers they love.

Combining ATS, CRM, Video Interviewing, and Onboarding plus a strong integration ecosystem and a switched-on, passionate team cheering you on, our tech is a springboard for faster, fairer, better recruitment for everyone.

Trusted by retail and hospitality businesses like Superdry, Compass Group, Sodexo, Sweaty Betty, Beaverbrooks, Carpetright, Sofology, Exclusive Hotels, and Card Factory, 25 million people in 16 languages use Tribepad.

## Meet your biggest recruitment allies

Great customer experiences start here.

[Get a personalised demo](#)

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**The more we use Tribepad, the more efficient we get, and the more value we add to the business.** Tribepad has allowed us to organise how we recruit much better. It's a far better way.”

Retail IT Product Manager,  
IPC Europe for Subway

