

Peopleclick Authoria Case Study: Advance Auto Parts Accelerates their Talent Strategy with Peopleclick Authoria

Company Increases Candidate Engagement While Driving High-Performance

Advance Auto Parts at a Glance

COMPANY:
Advance Auto Parts

HEADQUARTERS:
Roanoke, Virginia

ABOUT ADVANCE AUTO PARTS:
Advance Auto Parts is a leader in the automotive after-market, with more than 75 years of experience in selling quality, affordable parts throughout the U.S.

CHALLENGE:
To partner with an innovative high volume recruiting provider that could take their talent strategy to the next level.

Advance Auto Parts is an after-market automotive retail leader with more than 78 years of experience in selling quality, affordable parts with over 3,500 stores and more than 51,000 Team Members throughout the country. In 2009, the wave of the recession had most companies implementing hiring freezes. However, Advance Auto Parts experienced steady growth and momentum, propelling the organization to strategically re-vamp its talent acquisition strategy.

Previously, Advance Auto Parts' high volume strategy was primarily paper-driven. When candidates were interested in a position, they visited an Advance Auto Parts store to complete a paper application. If they wanted to apply for multiple positions and multiple locations, they had to physically visit each store and complete the same manual process. "We were at a place where our talent acquisition strategy truly needed an overhaul," said Derek Ramsey, VP of Talent Acquisition at Advance Auto Parts. "Our paper-based process gave our Hiring Managers minimum insight into their talent pool and our candidates would, at times, experience a prolonged hiring process. In short, it was just too hard for our candidates and Hiring Managers."

Because Advance Auto Parts prides itself on being a best-in-class organization with superior customer service, they aspire to offer the same great experience to their candidates as they do their customers. "We aim to provide our future team members with an engaging hiring experience while distinguishing ourselves to the market as an employer of choice," added Stephanie Sordelet, Manager, Talent Acquisition at Advance Auto Parts.

In order to achieve these goals, Advance Auto Parts began the search for an innovative high-volume solution that was well-known in the retail market, could reduce their time-to-fill and that would take their current talent acquisition strategy to the next level. Additional selection criteria included a provider that could deliver high-performance professional solutions, could easily integrate with other vendors for screening and assessments and would be intuitive and easy to use for candidates and General Managers alike.

Advance Auto Parts selected the Peopleclick Authoria High Volume Solution and began the transformation to create a proactive recruitment and staffing environment. Retail positions are posted to the Advance Auto Parts Careers website at all times for all locations. Candidates apply for positions at their leisure while indicating the job type(s) and location(s) they prefer. The High Volume Solution automatically reviews the candidate's information against a pre-defined set of criteria for a particular position, creating a short-list of top candidates. When a General Manager in a store opens a position, a list of qualified applicants is at their fingertips

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*— Stephanie Sordelet, Manager, Talent Acquisition
Advance Auto Parts*

ready for review. “The continuous sourcing model is brilliant, as it takes the hiring burden off our General Managers, so they can strategically focus on running their store,” said Sordelet. “By pre-matching the right candidates to their positions, our managers have a firm grip of the available talent pool as soon as they realize a need, and we are able to hire the most qualified team members much faster and at a lower cost. Once Advance Auto Parts implemented the High Volume Solution, the time-to-fill for key positions has been reduced greatly, thereby ensuring our stores are staffed to meet the customer demand.”

In addition to reducing their time-to-fill, creating an engaging candidate experience and supplying Hiring Managers with a professional system was a top priority. The High Volume Solution has enabled the company to create a competitive advantage for attracting top talent by promoting their brand and employee value proposition to market. “We understand that a compelling employment brand can differentiate you in the race for top talent,” added Sordelet. “It is essential to begin the engagement process early and leverage the Advance Auto Parts brand to acquire the best talent to support our growth initiatives. Our partnership with Peopleclick Authoria has enabled us to better attract a multi-generational, diverse and high-performing workforce, and we look forward to finding even more of the very best team members to support our customers.”

About Peopleclick Authoria

Peopleclick Authoria is transforming Talent Management through best-of-breed technology and expertise. With a deep focus on business intelligence and analytics, the Company’s technology gives clients the actionable insight required to make strategic decisions that drive better business results. Nearly 60 percent of the Fortune 100 use Peopleclick Authoria Talent Management, Vendor Management and Workforce Compliance and Diversity solutions to manage salaried, hourly and contingent labor across their organization. These solutions manage the entire Talent lifecycle from recruiting to onboarding and through the ongoing Management of each individual’s career while helping organizations measure, analyze and empower their existing workforce. Both founded separately in 1997, the two human capital Management companies joined together in 2010 to form Peopleclick Authoria. The Company’s solutions currently support more than 2,400 organizations ranging in size from large, global corporations to small and medium-sized businesses in more than 214 countries and territories around the world. For more information on Peopleclick Authoria, visit www.peopleclickauthoria.com.



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