

HOW IT STARTED

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After conducting a market intelligence exercise, we realised that Lidl were experiencing problems with their incumbent recruitment supplier. So we decided to contact the Warehouse Manager to arrange a time to meet and see if we could provide a solution.

We know that there isn't a *one-size-fits-all* solution for recruitment and workforce management. So when we met with Lidl, we were keen to understand more about their areas of concern, so we could design a bespoke solution that would overcome them.

The problem areas highlighted were:

HIGH ATTRITION

CULTURAL MISMATCH BETWEEN LIDL AND TEMPORARY WORKER

LOW QUALITY OF WORKERS



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FIRST THINGS FIRST



After a competitive tendering process, we were proud to be awarded the contract to supply temporary and permanent staff to Lidl at their site in Newton Aycliffe, starting with supplying **30 WAREHOUSE SELECTORS** within a month.

We moved swiftly to implement our best-in-class recruitment methodology to improve Lidl's current service. We ensured the skills and qualities of their temporary workers were aligned to their operational requirements; we implemented clear KPIs for staff and monitored that they were being met; and we visited their site regularly to ensure that we became embedded within Lidl, and could speak their language throughout the recruitment process.

01

PRE-SCREEN

02

INTERVIEW

03

SITE TOUR

04

OFFER MANAGEMENT

We were initially asked to recruit 30 Warehouse Selectors in a month – we actually recruited 80 Warehouse Selectors within three weeks. At the same time, we were recruiting for a range of permanent management roles across various departments. On top of this, we're now also supplying to their site in North Fleet.

Firstly, we pre-screen all candidates who apply to the role, before inviting the most suitable to a face-to-face interview at Lidl. If they demonstrate the right skills and attributes for the roles, we take them for a tour of the site and we introduce them to the section leader who they would be reporting to. This allows them to see the working environment and helps them to understand what the expectations are of them if they're successful. And finally, we manage the offer and rejection management process too.

After working with Lidl for some time, we recognised that the warehouse was under immense administrative pressure. So we introduced the idea of recruiting a temp who would solely focus on rotas, holidays and payroll for their permanent staff. This resulted in us recruiting two full-time administrators, who Lidl recruited on a permanent basis after a 12-week probationary period.

Not only have we addressed the issues highlighted by Lidl in our initial meeting, but we've been able to recruit staff that are more productive too.

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WHERE WE ARE TODAY



WHAT THE CLIENT THINKS

The Manpower team has always been very positive and professional in their approach and provided a high level of service in meeting the requirements that we had in regards to recruitment needs. Additionally Manpower has always maintained a high standard in regard to follow up and development of the existing personnel.

Danielle and the team are fully committed to providing the best service they can for us and always push to maintain an excellent working relationship with the entire team here as part of achieving this. The enthusiasm, energy and determination to ensure a match for all our requirements exactly mirror our expectations of our own team here at Newton Aycliffe.



Manpower®