

Vue Cinemas

Vue Entertainment are one of the fastest growing multiplex cinema chains in the UK and Ireland with 55 cinemas attracting over 30 million customers a year. With an aim to provide the best possible cinema experience and to be the first choice for cinema entertainment in the UK, it consistently needs to recruit and retain friendly and knowledgeable staff across the business.

With a constant stream of vacancies and a high volume of applicants, many of which were unsuitable this created a huge administrative overhead for the recruitment team. Much of the recruitment activity was reactive and this coupled with a reliance on agencies drove the business to consider using technology to help streamline and improve the process.

Dee Vassili, HR Director, explains "We wanted to make improvements to the whole recruitment process and felt that technology would help us. As a company we have modern facilities such as stadium seating and we use the latest generation projection and audiovisual technologies. It made sense to use the latest innovative technology for recruitment. Key for us was providing an on-line experience that reflected the employee brand".

Changeworknow worked with Vue to develop an on-line approach for all cinema roles, both manager and non-manager which provided a quality on-line experience for all applicants. The on-line process includes job specific questionnaires to help candidates assess their fit and suitability and immediate feedback. A candidate management and relationship system provides a means for the recruitment team and cinema managers to effectively track, monitor and build relationships with candidates.

Four months after the system was launched the results have been impressive. Just over 13,000 people have started the process with 56% deselecting themselves at some stage in the process because they do not have the appropriate skills, experience or requirements. Of those that apply 19% of candidates are a great match and these can be easily and quickly identified and sent through to cinemas.

Importantly candidates love the approach with comments such as:

"The application process is by far the most user friendly I have completed"

"I particularly liked the ease of use and found the whole experience very friendly"

"I liked how you were given feedback after the questions to see if you were a suitable candidate. This reduces time wasting both on the company's part and the applicants."