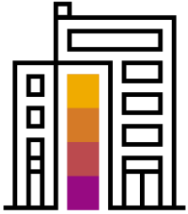




SAP® Innovation Awards 2020 Entry Pitch Deck

Sharpening a Competitive Edge in the Retail Industry's Relentless War for Talent

Salling Group



Company Information

Headquarters	Aarhus, Denmark
Industry	Retail
Web site	www.sallinggroup.com

Danish retailer Salling Group A/S welcomes more than nine million shoppers to its supermarket stores each week. To keep shelves stocked and customers happy, the group relies on its 54,000-strong workforce. With employee volume and turnover in the retail industry notoriously high, how can Salling Group recruit the right people to meet demand? The group embarked on a digital transformation of its mobile recruitment and talent processes, dramatically reducing the time and effort required to hire new talent and significantly **improving the user experience for store managers and candidates**

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“It used to take hours to comb through and evaluate applications,” says Joy Munch Allerup, store manager at Salling Group. “Now, I can filter only the most suitable candidates and get an at-a-glance overview of their skills, experience, and preferred working hours. It’s made finding people to fill vacancies so much quicker and easier.”

Challenge

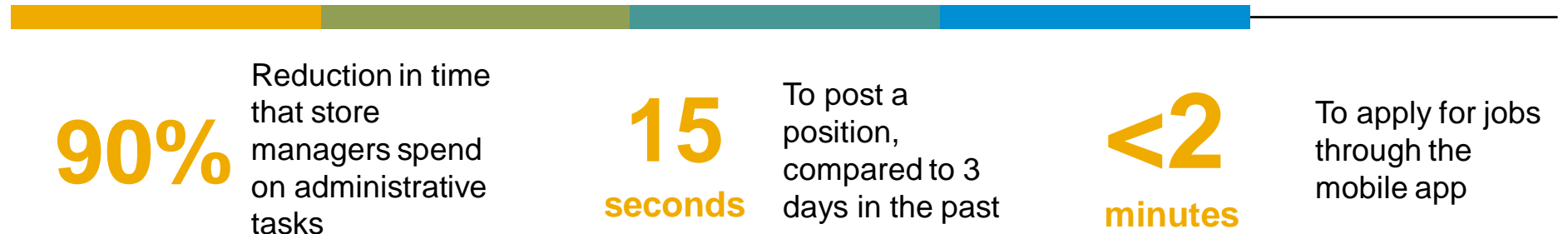
- Recruit new people rapidly and at scale in response to high employee turnover
- Make life easier for store managers by reducing administrative burden associated with hiring
- Improve ability to attract, engage, and retain top performers

Solution

Working together, Salling Group and the Gavdi teams developed FastHire: an innovative digital application built on SAP® Cloud Platform and the SAP SuccessFactors® Recruiting solution.

Outcome

- Digitalized recruiting and talent management processes, making it quicker and easier for store managers to find and hire new employees
- Developed an innovative custom digital application available on mobile devices – particularly for millennials
- Gained an edge over other retailers in the battle for talent with a convenient, intuitive mobile app
- Freed up time and resources for store managers to focus on delivering the best customer service
- Ensured an outstanding candidate experience, strengthening Salling Group's employer brand and reputation





Participating Partner Information

Gavdi and Gavdi Labs

Implementation partner who developed the solution

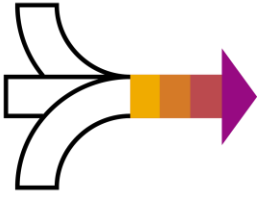


Invaluable insight and expertise from Gavdi and Gavdi Labs, winners in the innovation category of the SAP Quality Awards for their design and deployment work.

“SAP SuccessFactors solutions help us to manage our **young, diverse, and dynamic workforce** throughout the employee lifecycle.”

Martin Prang, Senior Manager, HCMS, Analytics, and Group Diversity, Salling Group A/S





Business Challenges and Objectives

Salling Group's mission is to improve everyday life – both for its customers and for society at large. One way that the group contributes to the wider society is by creating job opportunities for people at all educational levels.

“Like most retailers, we have a high employee turnover rate, which makes recruitment a critical business priority. We need to be able to recruit, hire, and onboard people rapidly and at scale without compromising quality.”

For Salling Group, *simplicity* is key. The group aimed to simplify and digitalize its existing talent management processes – particularly its recruiting process – to make it as quick and easy as possible for store managers to find and hire new employees.

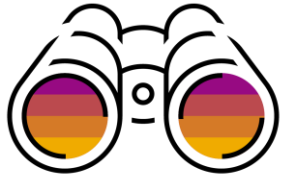
Challenges and Opportunities

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salling group

gavdi 

 GAVDI LABS



Project or Use Case Details

The project was to embark on a digital transformation of mobile recruitment and talent processes, dramatically reducing the time and effort required to hire new talent and significantly **improving the user experience for store managers and candidates**.

Recognizing that our existing recruiting system was no longer fit for its purposes, Salling Group engaged SAP partners Gavdi and Gavdi Lab Services for help in designing an alternative. SAP SuccessFactors solutions and SAP Cloud Platform have been utilized to build the extensions:

- FastEntry (solution for creating a candidate profile)
- CandidateCockpit (a cockpit for candidates to maintain and apply for positions)
- FastHire (recruitment tool for hiring managers)
- COF (Contract Order Forms automatically generating contracts and handling approval flows and master data creation – version 2.0 build on the SAP Cloud Platform has expected go-live primo Q2 2020. Current COF version is build on SAP HCM)



Benefits and Outcomes

Business or Social

- 90% Reduction in time that store managers spend on administrative tasks
- 15 seconds to post a position, compared to 3 days in the past
- <2 minutes to apply for jobs through the mobile app
- +23.000 active candidates in the job bank at any time

IT

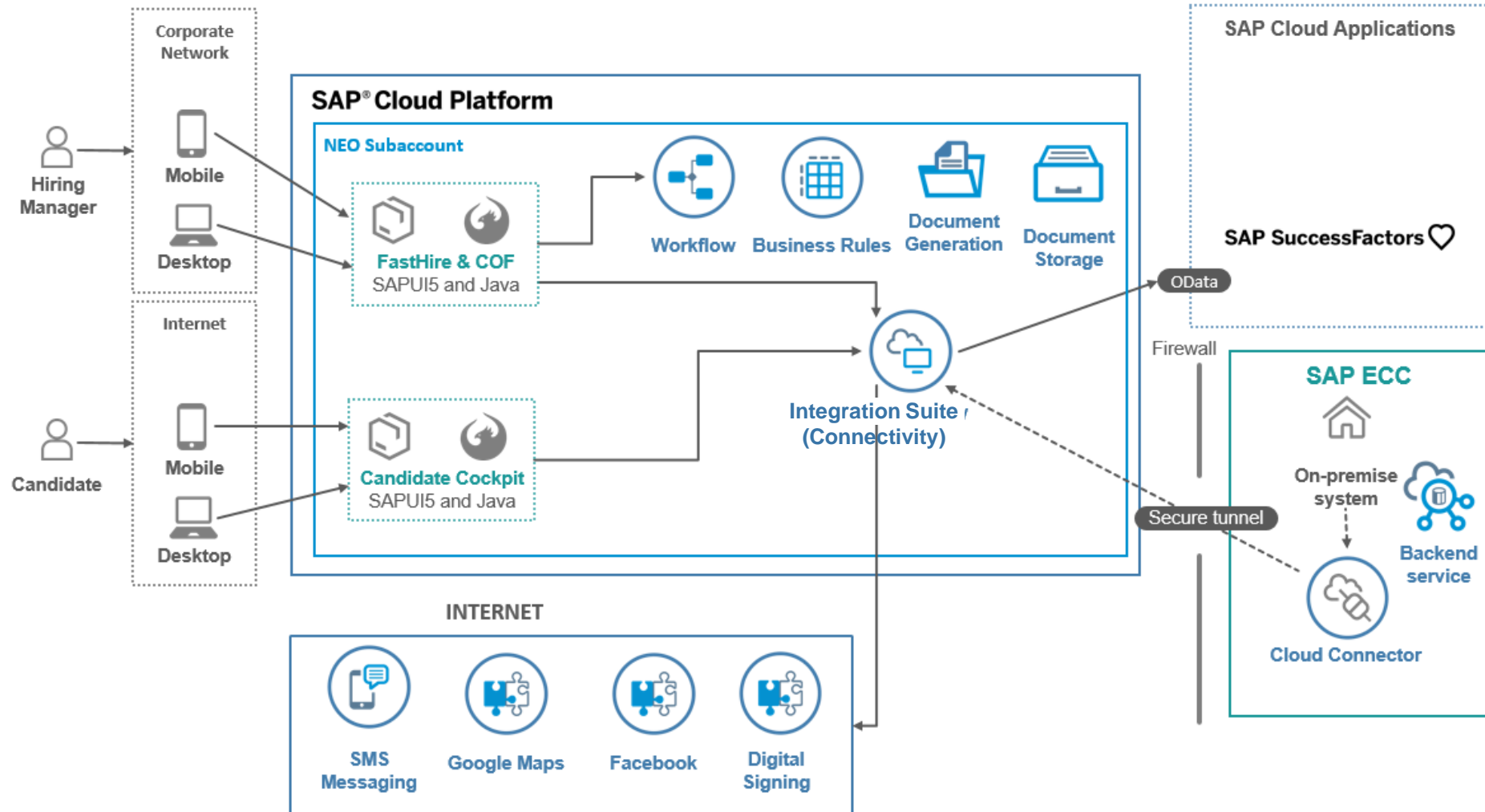
- >50% time less spent on Support tickets
- Easier for first level support to troubleshoot errors and thereby providing faster resolution to the end user
- Greater flexibility in terms of meeting business demands to the recruiting application providing greater user experience

Human Empowerment

- The application empowers Salling Group to manage the recruitment process, from posting a position to hiring and then onboarding, from a single point of control. Automated workflows and built-in templates mean that store managers can post a job vacancy in under a minute – a task that used to take several days. The application provides **instant access to a consolidated talent pool** of thousands of active candidates, enabling store managers to search for people in the right region with the right availability to fulfil the role.
- Engages candidates through gamification in the candidate cockpit to take control of their own profile and to improve their profile score and be highlighted for hiring managers in the Talent Pool in FastHire. Examples is to build their CV in the CV builder or to play the “Store Game” a Situational Judgement Game developed Utilizing machine learning.



Architecture





Deployment

Deployment status

Live

Date

FastHire & FastEntry 2018
CandidateCockpit May 2019

Number of users

Approx. 200.000 candidates per year
and +3000 hiring managers

SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Cloud Platform	Live	Running the custom application
2	SAP SuccessFactors	Live	Data foundation of the custom application. The custom application uses the features already present in SuccessFactors Recruiting Management
3	SAP Cloud Platform Workflow	Go live Q3 2020	Part of the new Contract Order Forms version 2.0
4	SAP Cloud Platform Business Rules	Go live Q3 2020	Part of the new Contract Order Forms version 2.0
5	SAP Cloud Platform Integration Suite	Live	Integration to cloud and on-premise systems

If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

☐ SAP MaxAttention™

☐ SAP ActiveAttention™

☐ SAP Advanced Deployment

☐ SAP Value Assurance

☐ SAP Model Company

☐ Others:

☐ SAP Innovation Services

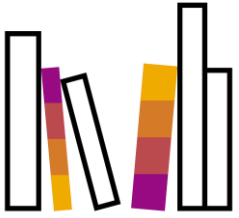
☐ SAP Innovative Business Solutions



Advanced Technologies

The following **advanced technologies** were part of the project.

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	No	
3	Internet of Things (IoT)	No	
4	Machine learning or AI	Yes	Machine Learning utilized for the candidate game to predict future performance
5	Conversational AI	No	
6	Robotic process automation	No	
7	Data anonymization		
8	Augmented analytics	No	



Additional Information

Next phase of the project is to rebuild our COF (Contract Order Forms) on the SAP Cloud Platform. The objective is to have one fully automated process as illustrated in bullets:

1. Hiring manager hires candidate through FastHire
2. COF is open and filled by the manager
3. Contract is automatically generated and send for digital signing
4. New Employee master data is automatically created in SF Employee Central (Q3 2021) and before Employee Central is implemented our Robots (RPA) are creating today 70% of employees automatically in SAP HCM this to be 90% in Q3 2020 when the new COF is implemented

Supporting videos:

- FastHire training video for German Hiring managers:
<https://vimeo.com/381622854/7675b79c57>
- Video showing Hiring managers and candidates how to easily create a profile directly in the store: <https://vimeo.com/381623359/c1c6401adf>