

# How Kingfisher scales hiring to find the best talent fast



## THE CHALLENGE

- Kingfisher, a large brand that includes B&Q and Screwfix, receives 500,000 job applicants across seven countries each year; of these only 20,000 are hired.
- Managers had little control over the hiring process at their individual stores, which created inefficiencies and an inconsistent candidate experience.
- Kingfisher's talent team also lacked clear data and insights needed to improve the candidate experience for everyone – including unsuccessful applicants.

## THE RESULTS

By partnering with iCIMS, Kingfisher's hiring team empowers hiring managers, uses data to improve process efficiency, and creates excellent candidate experiences.

**5x**

Faster time to offer

**3x**

Higher offer acceptance rate

**50%**

Reduction in time to hire

**"We can access our own data, configuring the platform to each user. We have autonomy in how we gather data, helping us make quick decisions and move fast."**

Steph McGinty  
Head of Talent Acquisition,  
Kingfisher

### Beating competitors to specialized tech talent



Kingfisher hires for more customer-facing retail positions. To make the business run, a variety of tech, engineering and data roles are needed. Manual processes meant job offers weren't processed quickly; as a result, the team often lost out on their first choice of candidates.

With iCIMS' streamlined offer and onboarding capabilities, Kingfisher cut the offer decline rate from 1 in 6 to 1 in 20.

