

Dick's Sporting Goods

Hodes iQ

ASSESS

Dick's Sporting Goods, Inc. is an authentic full-line brand name sporting goods retailer with 322 stores in 34 states. Their HR team was looking to transform their recruiting process to better handle their fast-paced growth. Hodes iQ identified three main areas to be addressed: increasing applicant flow during mass-hiring events, creating a paperless new hire process and integrating technology to incorporate more efficiency in their recruitment efforts.

Dick's Sporting Goods needed this new hiring technology to work in tandem with new store openings, existing stores, corporate, distribution centers, store management and campus recruitment efforts.

STRATEGIZE

Our Hodes iQ team made several recommendations. First, a clear outsourcing process for hourly employees involved in new store openings was needed. Second, a phased approach deploying Hodes iQ that would allow each of their recruiting functions (new stores, existing stores, corporate, store management and on-campus) to market opportunities to internal and external candidates while capturing candidate data in a central database. Finally, full HRIS integration allowing Dick's Sporting Goods to feed requisition data into Hodes iQ, then back to their PeopleSoft system upon hire.

IMPLEMENT

The Hodes iQ team developed a project schedule that spanned 24 months. In the first 12 months a new process for sourcing hourly employees was implemented and managed, career sites were developed for corporate, on-campus, store management, and internal/external referrals, and Hodes iQ was integrated with their HRIS. The second 12 months focused on managing the process for sourcing hourly employees and implementing career sites for two large distribution centers as well as existing stores.

MEASURE

By working closely with the new store openings team, the volume of qualified applicants increased by 25% while keeping a tight lid on budgeting and labor. New locations have achieved a 99% on-time store opening rate. With Hodes iQ, every opening is precisely tracked and media ROI reports find unseen patterns in applicant behavior, allowing Dick's Sporting Goods to hire more precisely with less waste. By the end of 2007 all stores will be recruiting online. At that time, by using a full ad hoc reporting system and the Hodes QTrac HR evaluation system, they will have a transparent, reportable and accountable recruitment process.

