

Advantage^{xPO}[®]

dyson

CASE STUDY

CLIENT BACKGROUND

Dyson is a cutting-edge British technology company established by James Dyson in 1987. Employing over 7,000 people worldwide, Dyson designs and manufactures premium electrical appliances such as vacuum cleaners, hand dryers, bladeless fans, heaters and hair dryers.

Dyson wanted to work with one supplier across the UK & Ireland to fill all of their in-store Expert Demonstrator and Stylist Demonstrator roles. Candidates ideally need retail experience in luxury brands or high-end stores, and the Stylist Demonstrators also need to be qualified hairdressers.

Challenge	Advantage xPO Solution	Result
The internal recruiting team was unable to respond adequately to hiring needs arising as a result of expansion and increased turnover	> We set up a hybrid recruitment team with both dedicated and scalable resources, allowing us to flex with Dyson's needs	> Dyson is now able to focus on the growth and expansion of its business, confident that it will have the right level of retail resource at any given time
The average time-to-hire was too long, resulting in a loss of sales revenue	> We used a range of carefully researched and highly targeted sourcing channels aligned to the specific geographies	> 68% reduction in time-to-hire, allowing Dyson to capitalise on all sales opportunities
Early stage attrition was high and there were concerns with the quality of hire and the ability of the Demonstrators to act as true Dyson brand ambassadors	> We introduced a multi-step selection process, focused on cultural and motivational fit as well as skill-based screening	> Early stage attrition has been halved and the quality of hire, cultural fit and brand engagement has increased significantly

Advantage xPO is now an embedded part of the Dyson retail team recruitment process, participating in strategy meetings and working closely with both HR and hiring managers.

As a result of this partnership success, our contract with Dyson has been further extended.

Advantage xPO work with us as a true partner, providing us with high calibre candidates who match the role requirements well. They have always gone the extra mile to learn about and understand our business, which has resulted in a really successful partnership.

Talent Acquisition Partner

dyson

