

# NEW ERA OF RECRUITMENT: MORE OPPORTUNITIES FOR CANDIDATES AND EMPLOYERS



**METRO**

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## METRO GROUP



Over 2000 stores  
in 29 countries



220 000 employees



58 billion Euro  
Volume of sales  
2015/2016  
financial  
year

## METRO CASH & CARRY RUSSIA



2001 – first store in Russia



19 000 employees



89 stores in 50 regions



2,996 billion  
Euro  
Volume of sales  
2015/2016  
financial  
year

# RECRUITMENT KEY CHALLENGES AND FOCUS

## KEY CHALLENGES

- B2B and B2C business
- High competition for managerial level candidates in retail business
- The best potential candidates are not in an active search and choose new position and company very carefully
- 89 stores in 50 regions create challenge in maintaining equally high level of recruitment all over the country
- Average volume of recruitment for key positions: 750 positions per year

**KEY FOCUS** - creating a talent pool for key positions such as Store Manager and Regional Sales Manager. Big attention to quality of hire in Sales Line

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## CULTURAL FIT AND CANDIDATE EXPERIENCE



Cultural fit



Inspiring journey and  
Company feeling



Opportunities for  
leadership and footprint

## RECRUITMENT CENTRALIZATION

**Purpose:** creating a talent pool for key positions by maintaining a common level of new hired employees



4 key managerial positions in stores



Integrating EVP in advertising



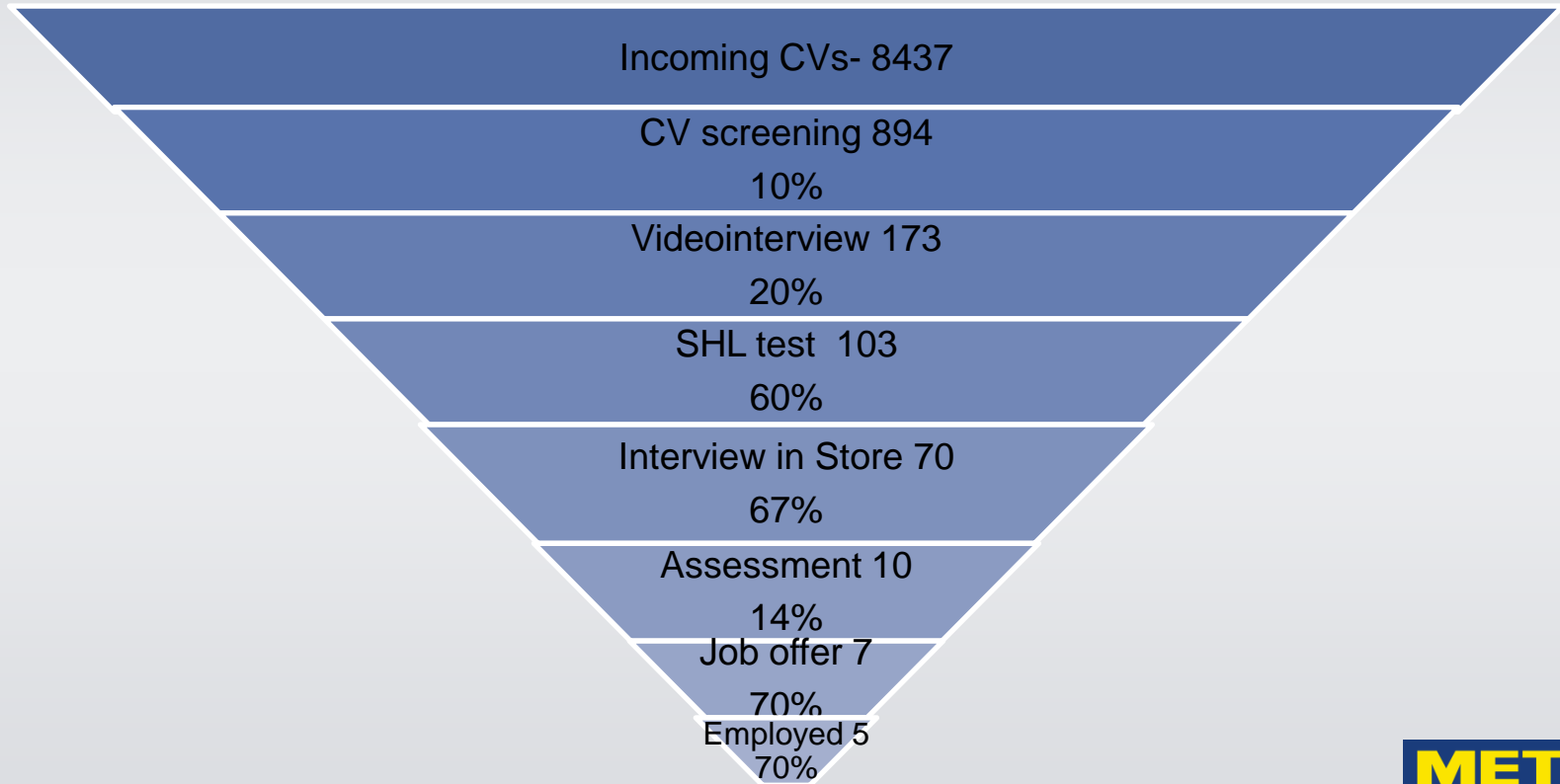
Centralizing and automating preselection



Final decision on assessment center

# FLOOR MANAGER RECRUITMENT FUNNEL FOR FIRST 3 MONTHS

Goal: 25 employees



## FLOOR MANAGER RECRUITMENT – ROBOT SEARCH TEST

**Goal:** To minimize recruiter's manual job of CVs identification and screening



Test before  
buying



Sending invitations  
and promoting via  
new technologies



Doesn't work for  
CV screening



Works for mass  
positions



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## FLOOR MANAGER RECRUITMENT – NEXT STEPS



New technologies  
in search and  
preselection



Employer branding  
supports recruitment



Possibilities of social  
media to attract  
passive candidates