

# CASE STUDY

**CLIENT:** Penhaligon's

**SIZE OF ORGANISATION:** Four Thousand

**SERVICE:** Bespoke ATS

**USERS:** Three

**PENHALIGON'S**

EST. LONDON 1870

Penhaligon's is a global leader in niche perfumery and is available in almost 600 locations spread across five continents. For over 146 years innovation and creativity have inspired the development of Penhaligon's world-famous and much-loved fragrances.

## PROBLEM

Perfumers 1870 talent acquisition team has the ambitious task of supporting recruitment for head office and retail in the UK, France, USA, Singapore, Hong Kong, Taiwan and Macau. Adverts are posted and managed using a variety of job boards across the globe.

The company faced a number of challenges affecting efficiency and number of applicants, compounded by a lack of manpower. The talent team consisted of just two people responsible for sourcing high volumes of candidates for multiple store openings, extracting relevant talent within new and unfamiliar territories. All this came with the associated administration of job posting, CV dissemination and candidate communication.

Penhaligon's needed to create a workflow that was easy to implement and simple to use while offering candidates an exceptional experience during the application process.

## SOLUTION

Working with LogicMelon's help desk team and dedicated account manager, Penhaligon's created a fully bespoke applicant tracking system. The talent pool function is used as the main candidate database and custom email templates have been created to send interview invites and confirmations. LogicMelon also created a new jobs portal for the careers page, enabling applicants to search and filter vacancies, as well as uploading their CV.

## RESULTS

LogicMelon has enabled a massive improvement in the company's capability to source candidates, as well as the speed at which they pass through the recruitment funnel.

“OUR HIRING MANAGERS HAVE BEEN MOST IMPRESSED BY THE SPEED AND VOLUME OF APPLICANTS THE COMPANY IS NOW ABLE TO PROVIDE. TODAY, LOGICMELON IS AT THE HEART OF ALL OUR RECRUITMENT PROCESSES AND HAS BEEN VITAL TO US SUCCESSFULLY FILLING ALL OUR OPEN VACANCIES.”

**RENEE GRAY**, GLOBAL TALENT ACQUISITION MANAGER, PENHALIGON'S

