

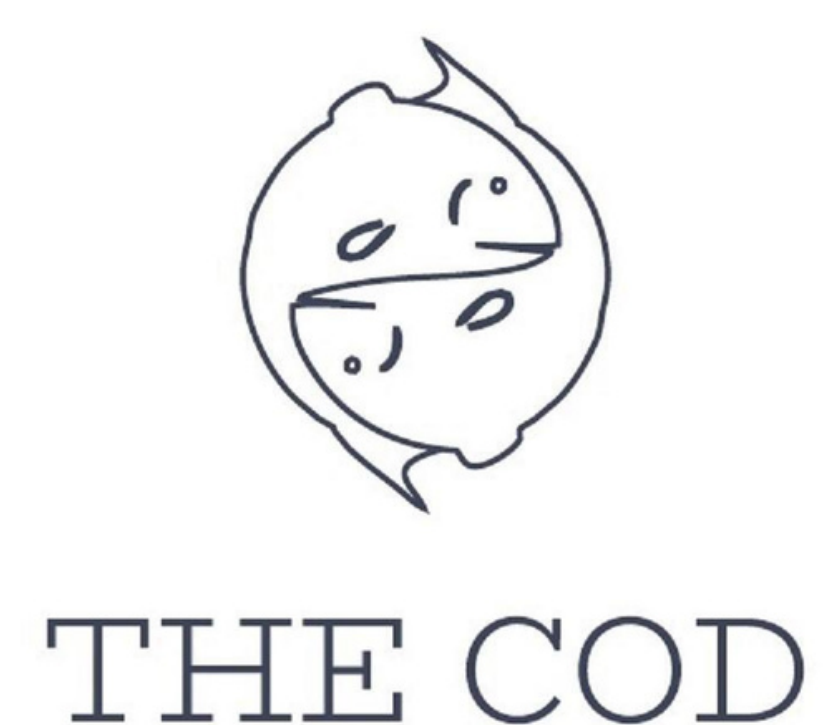
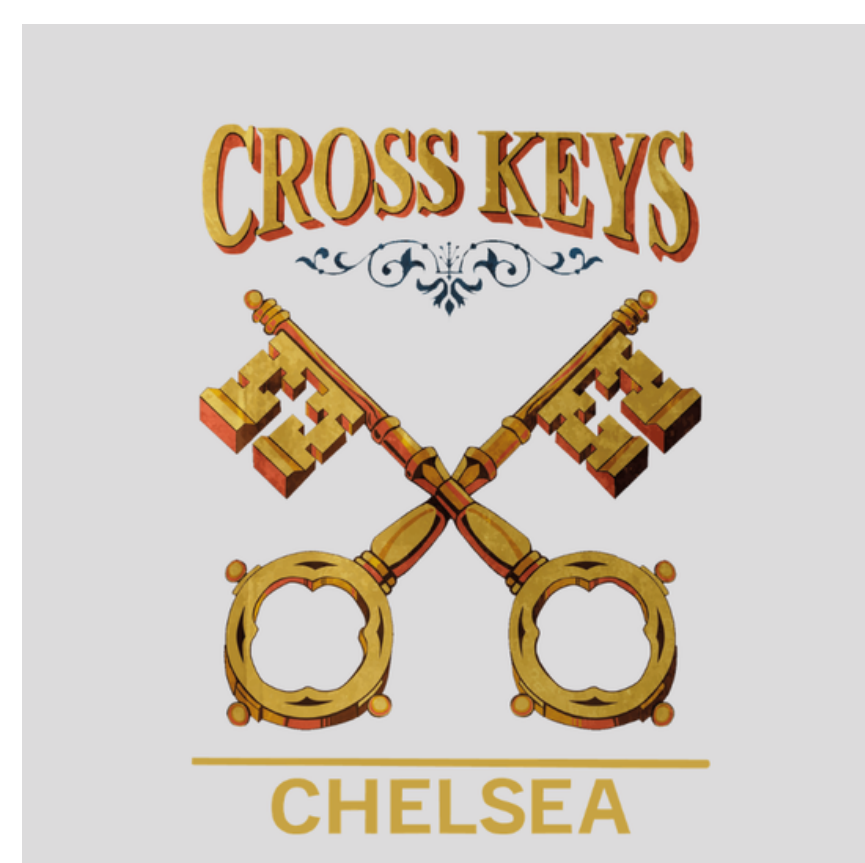


CIRRUS INNS PUB GROUP: CASE STUDY

By Placed App



THE SANDS END





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Client

Cirrus Inns is the fastest growing independent premium pub group comprising 24 pubs and inns employing approximately 417 people across London and the south of England. Whilst each pub has its own unique character, all have an intimate family-like culture and celebrate the best of British food, drink and design.

Lee Hall, Regional People Manager commented: "I'm the people manager for our 5 London pubs so my role is varied. As well as recruitment, I oversee learning & development, training, employee recognition and engagement and driving our work culture. We nurture talent in order to make our employees the best versions of themselves professionally. We want to show our teams that there is ample opportunity to progress. This helps with retention and engagement and, ultimately, it means that we have to recruit less, especially for some of our key roles."



The Punchbowl, Mayfair



The Cross Keys, Chelsea



The Sands End, Fulham

Challenge

Whilst both Brexit and the pandemic have had a negative impact on Cirrus Inns' recruitment drive, lack of brand visibility has also compounded the issue. Furthermore, wider attitudinal shifts about jobs in hospitality have also frustrated ongoing efforts to attract applicants.

"People went back home during the pandemic but haven't really returned because Brexit has made this process harder," explained Lee Hall.

"Attitudes towards working in hospitality have also changed. That's not necessarily a bad thing but work life balance, better working conditions and benefits and rewards feature highly when candidates look for roles today. Historically, that's not been something the hospitality industry has been able to offer, but things are changing."

Cirrus Inns are operating within a very competitive market, both in terms of acquiring custom as well as talent. Gaining visibility has therefore been key to increasing the number of quality applicants for available roles.

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Lee Hall continued: "We have spent a lot of time sifting through candidates. When there are times pressures, that process is not easy. And of course you're up against the competition. Our challenge has always been to gain better access to quality candidates and draw these from a widening pool of talent. Before turning to AI enabled tech, we used our various social media platforms, recruitment agencies as well as popular ATS platforms to attract the applicants. However, these routes have been lengthy and the quality of applicants inconsistent. Lengthy hiring processes naturally impact current teams. Whilst this challenge has not necessarily meant that our service has suffered, to mitigate risk, we previously had to review when our businesses could operate in order to ensure that only optimal service can be delivered."

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Our Strategy

Placed App was enlisted to help Cirrus Inns hire better and more effectively for its London pubs, using its mobile-first platform. This would complement its current recruitment strategy. Placed App would enable Cirrus Inns to optimise its hiring process, recruiting candidates more accurately and swiftly, saving on precious time and money.



Inside The Cross Keys, Chelsea



Food from The Punchbowl, Mayfair

“Using Placed App has enabled us to tap into avenues for recruitment beyond our social channels. It’s enabled us to build better brand awareness of our pubs too, letting us communicate the individuality of each of our London sites and the collective warm, friendly work culture that unites them all,” commented Lee Hall.

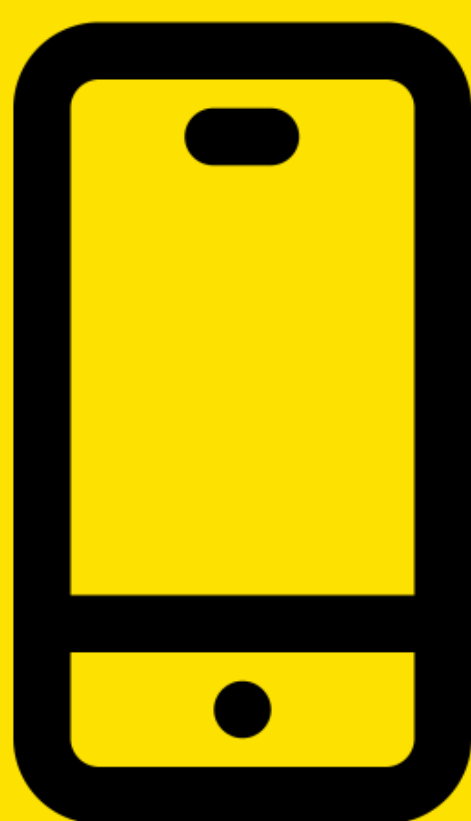
The flexibility of being able to manage the recruitment process whilst working in a dynamic pub is achievable via the Placed App .

“It’s a very empowering tool. You don’t have to sit at the laptop and take vital time away from being on the floor. It’s instant. Messages pop up and you can respond; you’ve got templates that help inform a standard response, and you can shortlist candidates all whilst you’re moving around. Importantly, a huge amount of time is taken out from filtering applicants. The matching of candidates with employers only improves the more it is used, meaning that we will naturally only receive applications from the most compatible and relevant candidates. Our search efforts will become more finessed over time. All in all, Placed App has made this a much more engaging recruitment process for both employers and candidates.”

Results

“In just 3 months of using Placed App, we’ve hired 4-5 times more candidates than any other recruitment method. This has equated to 12 new appointments via Placed; 3 of these new hires have been for chef positions which are notoriously hard to recruit for. This has consequently saved us around £6k in recruitment costs in the past 3 months alone,” commented Lee Hall.

“Hiring managers and chefs present one of our biggest challenges. Depending on the role, it may take up to 3 weeks to make a hire from posting a job. Using Placed App, we were able to recruit swiftly for these positions. Sometimes the hiring of personnel can be instant; other times it can take 4 days. Placed App’s ability to make the hiring process more accurate and efficient is what makes recruitment different. As our employer brand page becomes more established, it would be interesting to see the effect this has on increasing engagement and the amount of quality applicants applying for our vacancies.”



4-5 more hires via Placed than any other recruitment method



12 new hires in 3 months using Placed, include 3 Chef positions



Saved around £6K in recruitment costs in 3 months

Conclusion

Placed App enabled Cirrus Inns to attract and hire quality candidates with more relevancy of experience than any other method, platform or channel.

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“As a business, we have become much more innovative in our recruitment approach since using Placed App,” commented Lee Hall. “We have managed to navigate around some of the most frustrating challenges faced when recruiting. As a group, we have a much more effective platform for building our brand, showcasing the most important aspects that make us a good business in which to work for, in order to attract the right applicants. Consequently, we have managed to hire quickly for some of our most challenging positions that previously took weeks to fill. As a recruiter, this is by far the most efficient, accurate, time and money saving tool you can have at your disposal. For busy people managers operating across several locations, it is very much needed.”

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