



SISBAN FOOD GROUP: CASE STUDY

By Placed App



Client

From first developing real estate to commercially growing crops, Sisban Group is the owner of a number of food and beverage businesses around the world.

Its restaurant portfolio is diverse, covering a full suite of tastes and serving key international markets in London, New York and Riyadh. With 14 brands and over 60+ restaurant sites in its portfolio, the group is fast becoming a major force in the global F&B sector. Collectively, Sisban's food and beverage businesses are powered by over 2,000 employees globally.

Andreatte Balle, Recruitment manager: "I manage the catering side of recruitment in London where Sisban owns three catering businesses in the city: The Gentlemen Barista, Chestnut Bakery and The Lebanese Bakery. These are vibrant, quirky, very individual businesses that are united by Sisban's collective philosophy to provide and feed people from farm to fork."

Chestnut
Bakery

**THE
LEBANESE
BAKERY**
—

The
**GENTLEMEN
BARISTAS**

Challenge

Sisban had the challenge of identifying the right candidates for vacancies in three very different London-based businesses. Historically, the Group's main recruitment strategy was to recruit candidates using traditional job boards. However, whilst the quantity of applicants were plentiful, the quality of candidates shortlisted from a huge pool of talent and the resulting retention rate was extremely limited. Like many hospitality businesses, Sisban was experiencing issues with attracting the right people for the job.

“We spent significant budget advertising vacancies through traditional job boards. We would typically receive a vast number of applicants from a wide variety of backgrounds, but – with this method – it was always difficult to determine whether particular candidates were the right fit. The typical challenges we face include a lot of no-shows for interviews or people that would go through the first stages of recruitment and initial talks but then decline in-person interviews. Whilst the potential talent pool might be large, finding the right candidate is like finding a needle in a haystack”, said *Andreatte Balle, Recruitment manager.*



Lebanese Bakery, Harrods London



*Henry Ayers & Edward Parkes,
Founders of the Gentlemen Baristas*

Hiring people that are not aligned to an employer's ethos or values or whose job aspirations are irreconcilably different from what was hoped will inevitably contribute to a high churn rate. However, this challenge highlights that if there were a better system for matching candidates to employers that share the same values systems and are supportive of career aspirations, then the churn rate will markedly reduce.



Gentlemen Baristas, Borough



Chestnut Bakery, Belgravia



Mahummara & Labneh, Lebanese Bakeryia

Our Strategy

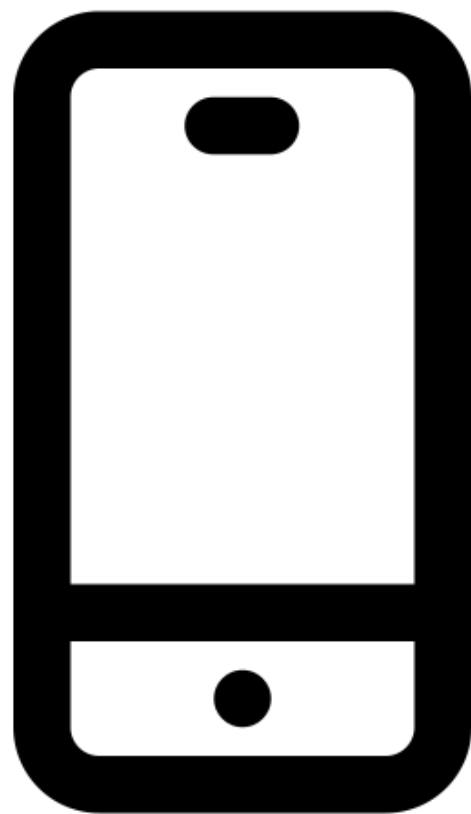
Placed App was enlisted to help Sisban hire better and more effectively via the use of its mobile-first platform, enabling it to see a fuller picture of a candidate's personality and passion as well as experience.

"I appreciate the fact that, with Placed App, there's no CV. It enables us to look at people as a whole, not just define them by achievements and experience. Using Placed App, we're able to make better judgements on a candidate's suitability. Not everything that is valuable about a person can be conveyed in a CV," said Andreatte Balle, Recruitment manager, Sisban Group.

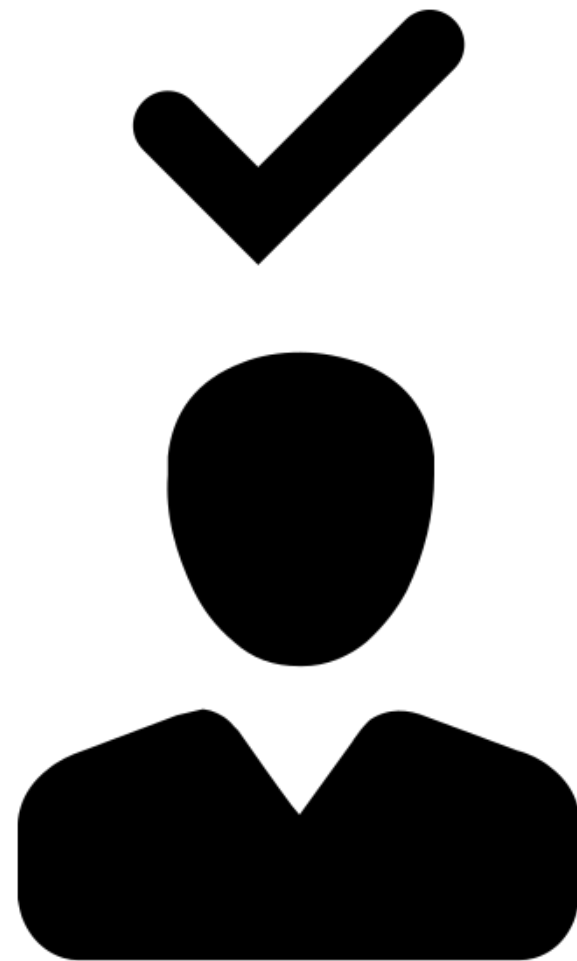
Equally, Sisban needed to adopt more innovative ways in which to communicate why its businesses were attractive places in which to work.

"Having an employer profile for each of our London operations has allowed us to portray what makes each of these businesses special. We're also able to list the company benefits that come with employment and give a fuller snapshot of the unique work cultures of each, thus differentiating ourselves from our competitors. That's something that traditional job boards can't do," Andreatte Balle, Recruitment manager continued.

Results



**171 applications
for 37 vacancies
in a quarter**



**18 hires using
Placed App, and
they still remain
in the business**



**After using
Placed App,
recruitment costs
dropped by 70%**

“Using Placed App has made our recruitment efforts quicker and more targeted. We have, in turn, hired quality candidates that are retained because they’re invested in the business as much as their future. I also like the fact Placed App gives a more personable experience. It is a current, relevant, modern solution to job searching and hiring, and I definitely think this is the way forward for recruitment in the service industries” **Andreatte Balle, Recruitment manager** commented.

“In the first quarter, we had 171 applications through Placed App for 37 vacancies. We made 18 hires via Placed App, and those hires remain in the business. While it’s difficult to quantify the precise time saved recruiting *using Placed App*, I would say that *job posting is incredibly easy and efficient*; the rejection and shortlisting process is quick, simple and effective; the integrated direct messaging facility and booking of interviews is useful and saves time given that all communication is streamlined. Being able to see candidates’ character within their Placed App profile is also a life saver, especially when, as a recruiter, one has limited time. I also like that one can score candidates on the app – even if they aren’t hired at that point – qualities can still be commended.”

Recruitment is a costly affair, and many hospitality businesses find themselves perpetually locked into a cycle of high attrition and constant recruitment. *Placed App also significantly cut Sisban's recruitment cost by 70%.*

Conclusion

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“The recruitment and retention rate since using Placed App has been strikingly positive. Having talked to other businesses using Placed App and hearing about its effectiveness, it strengthens our belief that we have made the right decision in partnering with them to radically shake-up our recruitment strategy,” commented **Andreatte Balle, Recruitment manager.**

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Placed App has provided Sisban with effective tools to hire better, in turn saving time and money in the process.

