

# HELPING WELL RE-INVENT RECRUITMENT AS A NEW BRAND

## CHALLENGE

Formerly the Co-operative Pharmacy, Well was acquired by Bestway from the Co-operative Group in October 2014, in a deal worth £620 million. Once completed, as of October 2015, the Co-operative pharmacy brand was officially retired and all 794 Co-operative pharmacies relaunched as 'Well'. It wanted to change its recruitment processes post-acquisition.

## WHAT LED TO THE NEED FOR A NEW SYSTEM?

Historically, Well worked under a shared services centre as part of the Co-operative Group with a legacy ATS, which Bestway/Well considered was not fit for purpose. It offered a poor candidate experience, poor hiring manager experience and lots of manual workarounds. The company wanted something better to be reactive not proactive, so that the hires it made were managed less like an agency service and managers were more accountable to fill vacancies – leading to a quantity over quality approach.

## WHAT DID OLEEO DELIVER?

Oleeo deployed the Oleeo Recruiting Enablement Platform to help the Well recruitment team handle the hundreds of thousands of applications it receives across the whole organisation.

The system, with technology from Oleeo partners integrated within it, affords the organisation more consistency in the recruitment process and better candidate selection in a simple two-step process that takes applicants all the way from application to on-boarding.

*“ With Oleeo, we now have a more blended approach to attraction, utilising varied job boards, social media, CV databases & proactive attraction campaigns. We also utilise talent banking, so that we are always building our own database. The team we work with at Oleeo really understand our needs and help to enable our team to make the most of the product's potential..”*

**Ben Turner,**

Head of Learning,  
Talent & Resourcing, Well

**1.3M**

the number of customers Well serves every week

**7,000**

the amount of staff working for Well



## RESULTS

Key results identified by Well

### Positive feedback

Positive candidate feedback on the recruitment approach.

### Significant reductions in time-to-hire

Significantly quicker time to hire – from months to weeks in some cases.

### Making resourcing excellent

Resourcing as a centre of excellence within HR, partnering the business and creating an effective framework that enables hiring managers to recruit great candidates.

### Increased awareness

More awareness of its EVP amongst new joiners.

### Upskilled managers

Upskilled hiring managers across the business to utilise the automation to make recruiting much more simple for them.

### Eliminated manual-screening

Freed up manager time to focus on day-to-day work without manual screening of candidates

### Better candidate attraction

A more blended approach to attraction, utilising varied job boards, social media, CV databases & proactive attraction campaigns & building its own database

# MORE POWERFUL TOGETHER



## OLEEO CASE STUDY

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