



## **Case Study – Iceland Foods Limited**

### **The company**

Iceland Foods Limited is one of Britain's fastest growing and innovative food retailers, with over 700 stores throughout the UK. With sales of over £2billion and more than 22,000 employees, Iceland Foods Limited is currently celebrating 40 years of being in business. Last year it opened 70 new stores last year and has plans to open more this year.

### **The challenge**

Iceland Foods Limited was struggling to find the right people for ad hoc and hard to fill roles based in their head office. In early 2010 Iceland Foods Limited decided to try a more creative approach to its recruitment mix. Whilst it already used job boards, word of mouth, and recruitment agencies, Iceland Foods Limited was keen to increase its candidate reach. In particular, it was looking for help to gain access to a wider range of agencies while reducing agency fees.

### **The solution**

Having decided to trial TalentPuzzle for positions within their head office, Iceland Foods Limited has been able to manage its vacancies much more effectively. TalentPuzzle has given the company access to agencies that they wouldn't normally know about, and extended their scope of candidates. This has helped them place candidates in ad hoc roles, without extortionate agency fees attached. Using TalentPuzzle has enabled Iceland Foods Limited to have a complete and up to date audit trail of all its applicants at any given time. Since using TalentPuzzle, Iceland Foods Limited has successfully filled several roles in their head office.

### **What they say**

"TalentPuzzle's services are excellent! The overall improvement is obviously reducing our agency costs, but it also helps to raise our employer brand awareness, by having access to alternative agencies and candidates. The system is really easy and simple to use. Navigation of the system is excellent and at any time of the recruitment cycle, we know exactly where we are in the process.

I really enjoy using the agency portal that TalentPuzzle provides – simple but effective."

***Michelle Williams, Recruitment Advisor – Iceland Foods Limited***

