

MITRATECH

Streamlining Your Applicant Tracking Software for Increased Engagement: Heinen's Grocery

See how Heinen's Grocery optimized its applicant lifecycle and grew its talent pool with Mitratesch's TalentReef.

The Company

Heinen's Grocery was founded in 1929 by Joe Heinen, when he opened a small butcher shop that would quickly expand to a family-operated supermarket in Cleveland, Ohio. Now, Heinen's is a regional supermarket chain proudly serving the greater Ohio and Illinois region under the helm of Tom and Jeff Heinen, Joe's twin grandsons.

The Challenge

Before Heinen's Grocery switched to Mitratesch's TalentReef platform, the company had been using a manual, paper-based Applicant Tracking System (ATS) that it had selected 13 years earlier. Processes that could have been automated and kept in the cloud required manual entry on paper. This resulted in an inefficient talent management strategy, which led Heinen's to a limited talent pipeline.



We didn't have a defined way to bring candidates into our talent pipeline, and beyond that, our website didn't have any job descriptions, so candidates selected a job title and applied blindly.

JENNIFER DALRYMPLE

Talent Manager
Heinen's Grocery



Intending to grow their talent pipeline and make the process smoother for both candidates and applicants, Heinen's needed to focus on building an efficient, effective talent management machine – they needed a talent management professional to set the strategy, update the technology, and get applicant flow up and running again.

The Solution

Heinen's was eager to find a partner that could help its team leverage recruitment marketing, create job descriptions, and build a career site that was attractive and engaging to candidates. Heinen's also wanted a platform that provided a seamless candidate experience and was easy to use for hiring managers, from recruitment marketing and hiring to onboarding and employee engagement.

After demoing over 50 platforms, Heinen's selected TalentReef for its features and functionalities, ease of use, candidate experience, recruitment marketing capabilities, competitive pricing, and quick implementation time. This laid the foundation for a cohesive process and strategy for their recruitment marketing arm. Hiring managers have faster access to quality candidates and analytics that allow them to make informed decisions when marketing open jobs and hiring new candidates.

With a high-touch, branded career site that highlights job descriptions and clearly communicates business needs, Heinen's increased the number of applicants in its funnel and talent pool exponentially. **Before the implementation, 20-30 candidates flowed through per month, but now the number is around 3,000.**



The company's onboarding process has also seen huge improvements. Before TalentReef, Heinen's was working off a paper-based solution that would take an hour or two to process a new hire. Now, with a fully digital solution featuring pre-filled forms and built-in automations, **Heinen's can onboard a new hire in 5-10 minutes.**

TalentReef was a no-brainer for us once we saw the features and functionalities on the platform. Going from an antiquated, paper-dependent process to a modern platform that streamlines every step of the sourcing, hiring, onboarding, and retaining process has been amazing.

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The Results

With the help of a modernized platform that drives strategy and enables its team to streamline and simplify each step of the talent management process, Heinen's Grocery has been able to optimize the candidate journey from application through onboarding.

Since implementing TalentReef, Heinen's Grocery has reported:

- ✓ The ability to onboard new candidates 24x faster than before
- ✓ An increased candidate pipeline (by a multiple of 100)
- ✓ Streamlined sourcing, hiring, onboarding, and retaining
- ✓ Improved usability for hiring managers with a modern, simple interface

The experience we provide for both candidates and hiring managers is extremely easy to navigate, and we've seen a huge increase in applicant quality because of our efforts. We've also been able to seamlessly scale for rapidly-changing business needs.

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About Mitratesch

Mitratesch is a proven global technology partner for corporate legal, risk & compliance, and HR professionals seeking to maximize productivity, control expense, and mitigate risk by deepening operational alignment, increasing visibility, and spurring collaboration across their organization.

With Mitratesch's proven portfolio of end-to-end solutions, organizations worldwide are able to implement best practices and standardize processes across all lines of business to manage risk and ensure business continuity.

Mitratesch serves over 7,700 organizations worldwide, including 30% of the Fortune 500 and over 500,000 users in 160 countries.

For more info, visit: www.mitratesch.com

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