

Company:
Fitness First

Industry:
Retail

Headquarters:
Dorset, UK

Challenge:
Ensure a great candidate experience for all applicants, reduce General Manager administrative overhead, minimize time-to-hire, and increase staff retention at 160 fitness clubs across the UK.

PeopleFluent Solution:
PeopleFluent RMS

Fitness First Strengthens Recruiting with PeopleFluent RMS

Company Profile

Founded in 1993 as a single health and fitness club in Bournemouth UK, today Fitness First is the largest gym, health and fitness club group in the world with more than 540 clubs and more than 1.4 million members worldwide, including more than 405,000 members in the UK alone. The company has a workforce of more than 20,000, including 3,000 in the UK.

Business Challenge

At each of the 160 Fitness First clubs in the UK, the General Manager (GM) is responsible for the club's staff. In the past, the GMs used a manual recruiting process that required significant administrative overhead. After candidates submitted CVs via email, the company website, or job boards, GMs would sort through potentially hundreds of applications for each position, select the best prospects and contact them to request an interview. The process had several drawbacks, many of which stemmed from the burden placed on the GMs.

Fitness First fills about 1,500 positions annually from a candidate pool of about 45,000 applicants. Analysis showed that 65% to 70% of candidates were not receiving responses from the company. Because many of the applicants were also potential members, Fitness First needed to ensure a good candidate experience for all applicants, even for those who were not hired.

“It is important for our business that every person who shows interest in working for us has a great experience,” says Neil Tune, Human Resources director at Fitness First. “We wanted a more automated recruitment management system that would not only enable us to provide that experience consistently, but also offer better control over the quality of the process, reduce the GM workload, and help us recruit more engaged employees that will remain with Fitness First longer. When our staff is engaged and motivated, more of our members meet their fitness goals, maintain their memberships, and recommend us to others.”

“With RMS, Fitness First is averaging a time-to-hire of 15 days, and in some months it is as few as 12 days. This achievement has surpassed all our expectations.”

**Neil Tune, HR Director,
Fitness First**

PeopleFluent Solution

Fitness First initiated an overhaul of its recruitment process with a transition to PeopleFluent RMS, a web-based, enterprise-wide recruitment management system for salaried and hourly hiring. PeopleFluent RMS streamlines the work for recruiters and hiring managers by simplifying, automating and tracking the entire hiring process. Fitness First redesigned its careers website, enabling candidates to apply directly online through the RMS Candidate Portal. The company configured the portal interface to reflect its brand, so it has the same look and feel as the rest of the website.

The transition to RMS was conducted smoothly over a three month period. Fitness First phased in three divisions, one per month, and trained staff on the use of RMS before the new system went live. “The move to RMS was seamless,” says Tune. “That has been helped by the simplicity of the process, the talent team’s ability to create customised dashboards and how easy RMS is to use.”

Business Results

Today, a centralised talent team at the head office uses RMS to manage all candidate applications, greatly simplifying the process for GMs. After a GM opens a requisition — which can be done online or via phone — the talent team filters potential candidates, sets up initial interviews, and provides GMs with a prescreened shortlist of candidates for second interviews. The talent team also follows up with all applicants using personalised templates. With RMS, Fitness First now responds to 100% of all applicants, helping to ensure each has a positive candidate experience. At the same time, RMS has enabled the company to grow its talent pool. Qualified candidates who were not hired immediately are contacted automatically via email when a new opportunity opens.

PeopleFluent™ RMS has helped Fitness First establish a more consistent, more automated and better controlled recruitment process. Just as important, RMS reporting capabilities have provided the company with unprecedented insight into how that process is working. “RMS reporting is excellent across all functions,” says Tune. “Our head of recruitment, for example, can instantly see any clubs that have had an open requisition for more than 20 days. He can then investigate the issue to determine the root cause— which could be slow response by the GM, not enough applicants, or another reason— and address it.”

In the past, Fitness First was unable to reliably measure time-to-hire for all clubs. Now, RMS provides detailed reporting on time-to-hire across the company and at individual clubs. When the company began using RMS, one goal was to fill each position with 30 days of the requisition being opened. “With RMS, Fitness First is averaging a time-to-hire

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of 15 days, and in some months it is as few as 12 days. This achievement has surpassed all our expectations. Improving time-to-hire enables us to hire great candidates before they take a position with another employer,” says Tune.

Staff retention is key to the success of Fitness First. Surveys show that customer satisfaction is highest among clubs with higher retention rates. “Our aim is to save £10m across the UK from increased retention and start a talent wave across the company in which more of our staff stays with us longer,” Tune concludes. “PeopleFluent RMS is helping us achieve this goal by recruiting higher calibre hires through an automated process and by providing the deep insight we need to make continuous improvements.”

For more information on PeopleFluent RMS visit us at www.peoplefluent.com or call us directly at 1-877-879-8807.

About PeopleFluent

PeopleFluent, the leading total workforce HCM technology company, redefines Talent Management with an innovative Talent Engagement Cloud that is built around people and not HR processes. PeopleFluent has worked with over 5,100 organizations in 214 countries and territories to engage employees to drive better business results. Today, 80% of the Fortune 100 relies on PeopleFluent as part of their talent management delivery strategy, helping them successfully achieve their talent aspirations.

