

# Join ASOS - transforming ASOS' efficiency and quality of recruitment

## What did ASOS want to achieve?

ASOS are growing at an incredible rate with 20 million active customers across 240 different countries and needed to rapidly grow their Customer Contact team to keep pace with the ever-increasing success of their global online clothes retailing operations.

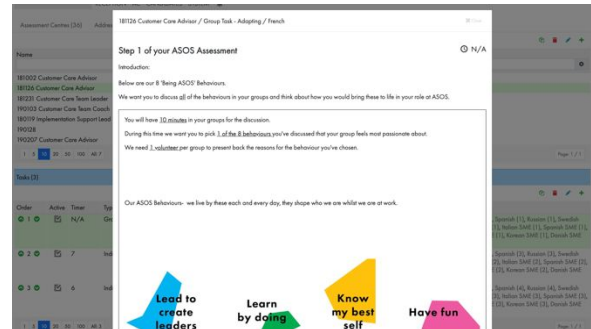
ASOS had developed a manual process which was time consuming and difficult to administer and needed a partner to help them digitally transform their assessment and recruitment process to deliver an efficient and effective HR process and deliver a better Candidate experience.

## How did Digica help ASOS transform their Recruitment Processes?

Working with the ASOS HR teams, Digica helped define the new system and processes, built clickable wireframes and page designs to test the system design and spec before building the application. 'Join ASOS' launched in November 2018.

## What was our solution?

The 'Join ASOS' system is a bespoke PHP development which is integrated with ASOS' internal single sign-on to allow easy and correct level of access to the various HR Team and Assessors. The HR Team



design and build their Assessment Tasks and Interviews within the tool, save them to a library where they can select various elements and build different Assessment Centres for each type of role and language they are recruiting for.

Candidates are then uploaded into the system and invites and reminders to Candidates to attend an Assessment Centre are sent out from the system. The application enables Candidates to Register, select an Assessment Centre for their role, find out more about ASOS and try some sample tasks ahead of the Assessment Centre.

ASOS Reception then checks Candidates in to the Assessment Centre via the 'Join ASOS' tool and then the Assessors use the 'Join ASOS' system to run the Assessment Centre, evaluate and score Candidates, make Offer or Decline decisions either on their iPads or laptops.

The system handles multi language skill tasks that need to be marked by a Language Specialist. Scoring and collation of results / offers is available immediately in an easy to read/compare grid.

Would love to talk about your challenges and see if we could help you achieve your objectives. Feel free to get in touch:



The reporting tool and dashboard give the Management Team all their Operational Metrics. From the reports dashboard ASOS HR have full visibility of fill and success rates of Assessment Centres plus analysis of Assessors and Candidates.

Candidate	Skill	Role	Assessment	Translation	Offer/Regret	Lock
Mishal Pannar	French	Customer Care Advisor	CCA-003 / 11.12.2018	✓	Alternative Role / Customer Care Advisor	✓
Jo France	French	Customer Care Advisor	CCA-005 / 12.12.2018	⊖	NONE	✓
Jo Italy	Italian	Customer Care Advisor	CCA-005 / 12.12.2018	⊖	NONE	✓
Jo Sweden	Swedish	Customer Care Advisor	CCA-005 / 12.12.2018	✓	Regret	✓
Jo Denmark	Danish SME	Customer Care Advisor	CCA-005 / 12.12.2018	⊖	NONE	✓
Kelly T	Team Coach	Team Coach	CTIC-001 / 03.01.2019		Offer	✓
Mel H	Team Coach	Team Coach	CTIC-001 / 03.01.2019		NONE	✓
Jo ADL	Team Coach	Team Coach	CTIC-002 / 04.01.2019		NONE	✓
Jo Milton I	Team Coach	Team Coach	CTIC-002 / 04.01.2019		NONE	✓
Jo ER	English	Customer Care Advisor	CCA-011 / 04.01.2019		NONE	✓

The ASOS Management Information System Team can download the raw data for further analysis.

## What did we achieve?

The business transformation delivered by the platform has made life simpler and easier for the Talent and Assessment Teams. Recruitment rates are up and ASOS are now running 7+ assessment centres a week which is a 40% increase on the manual process with the Assessment Centres all run smoothly and efficiently.

The Customer Care team has grown from 1,200 to nearly 2,000 since the launch of the Join ASOS platform yet the Talent team has not grown despite recruiting more staff. The system has transformed the productivity for the team and is delivering massive cost savings in ASOS' recruitment costs.

The ASOS team can view everything in real time which helps them perform efficiently and ensure job offers are quickly made to candidates. Key performance indicators

Would love to talk about your challenges and see if we could help you achieve your objectives. Feel free to get in touch:

include monitoring the fill-rates of future Assessment Centres through to Candidates performance during the Assessment Centre through to Job Offer and Acceptance which enables the team to optimise the recruitment process and keep costs low.

## What did customers think of the service?

Candidates who had been through the process before, failed and then tried a second time with the new system found it to be far more professional and representative of ASOS as a brand.

The internal ASOS HR teams love the tool. It makes life simpler and more efficient.

James Blackstock - Programme Manager, ASOS "Digica worked with us at ASOS on a major transformative HR Assessment Centre recruitment platform. The team immersed themselves into our HR processes, worked tirelessly and integrated themselves with the team which resulted in a project that worked from Day 1 and was well received by both the ASOS teams and the Candidates. The Digica team was a real pleasure to work with and partnered well with us to overcome challenging obstacles along the way. I would highly recommend Digica to any team looking at developing bespoke software."