



CASE STUDY

How ASICS leveraged LiveHire's technology to launch their biggest store world-wide.

Company Background

ASICS is a leading world performance sports marketing and running shoe brand for enthusiasts and professional athletes. Founded in Japan in 1949, ASICS has just recently opened the biggest store, world-wide in Marsden Park, Sydney.

“ I’ve been working in HR and recruitment for over 10 years and LiveHire has to be one of the best systems that I’ve ever worked with. It’s very intuitive, easy to learn, easy to navigate and really a great communication platform.

Brooke McCully, Human Resources @ ASICS

Challenge

Before implementing LiveHire, ASICS relied on a manual recruitment process. Working mainly on spreadsheets and emails, miscommunication was a key frustration. Additionally, they were relying heavily on external recruitment agencies, resulting in increased recruitment spend and low productivity. Employees are the backbone of ASICS, meaning seasonal hiring must be successful and quick to result in organisational success.

Solution

During the implementation of LiveHire, ASICS leveraged the Professional Services Offering, where LiveHire experts assisted in building out recruitment functionality and processes. This streamlined process aligned recruiters, Hiring Managers and the organisation as a whole, improving communication and removing manual labour. When hiring for their biggest store world-wide, the streamlined process meant ASICS could find the best people for the roles at record-speed on the LiveHire platform, while reducing cost.

Results At A Glance



Reduced dependence on job boards from 26% to 7% of hires



Reduced recruitment spend by 72%



Achieved a 71% response rate from candidates