



CASE STUDY
How ASICS
trimmed their
costs by 72%

Requirement

ASICS needed to reduce their recruitment costs, improve their candidate experience to match their brand, and enable career progression and mobility for their employees.

“ Our old system was clunky and unintuitive and we relied heavily on agencies. With a superpower software tool like LiveHire, we can have a single recruiter who can build pools of qualified talent directly into our organisation. We didn't expect to save this much and on top of that LiveHire's candidate experience and talent management is priceless.

— Rosa Yoon, Human Resources

Results At A Glance



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



Reduced their recruitment expenses by 72%



Achieved a 71% response rate from candidates

Challenge

- ✓ High agency costs (over \$70,000 to staff a single store)
- ✓ No ability to track skills of employees for career progression and internal mobility
- ✓ No ownership of their own talent
- ✓ No control over the candidate experience.

Solution

With a single in-house recruiter, LiveHire enabled ASICS to reduce their reliance on agencies, have a total view of their permanent and contingent talent in a single location for internal mobility, and a candidate application and 2-way communication experience that resonated with their audience.