



CASE STUDY
 How Baby Bunting streamlined hiring and onboarding

Company Overview

Established in Melbourne as a family-owned business in 1979, Baby Bunting is now Australia’s largest specialty nursery retailer and one-stop-baby shop. Baby Bunting employs more than 1,600 people across its 70+ stores that are spread across Australia and New Zealand.

Challenge

Before adopting LiveHire, Baby Bunting faced challenges with an unpopular, cumbersome hiring solution that led to an average 60-day hiring process. They also struggled to re-engage past candidates for future roles, which increased recruitment costs and meant they were missing out on potentially valuable hires.

Recognising that candidates are also potential customers, Baby Bunting was determined to enhance the candidate experience through regular communication. They also acknowledged that their use of disparate systems was contributing to inefficiencies in their recruitment process which fueled their eagerness to digitise the recruitment lifecycle from end to end.



The time savings that LiveHire provides are impressive, by automating so many previously manual tasks I have more time to focus on candidates!

Natalie Kouvelis
 Talent Sourcing Coordinator at Baby Bunting

Results At A Glance



Candidates from the Talent Community are hired in just 10 days, which is 52% faster than candidates hired via job boards.



13 min candidate response time to SMS messages.



46% of applications are generated through the talent community.



96% of candidates receive communication notifying them of the outcome of their application.

Solution

Baby Bunting chose LiveHire to address the challenges and transform their recruitment process. By leveraging LiveHire's AI-powered capabilities, they were able to streamline their recruitment process. The result is an end-to-end hiring and onboarding experience that's completely digitised.

Building a Recruitment Tech Stack

LiveHire's open API allows for tight integration with Baby Buntings HRIS IntelliHR and PandaDoc, their digital contract management system. From sending employment contracts to managing payroll and superannuation details the process is now fully digitised and streamlined.

To further streamline the recruitment process Baby Bunting decided to use Vieple to conduct video interviews for first round screening of retail sales and warehouse roles. The LiveHire integration with Vieple has improved screening efficiency and enhanced the overall recruitment experience.

Natalie Kouvelis, Talent Sourcing Coordinator at Baby Bunting, now has more time to focus on filling around 15 - 20 roles every week.

"LiveHire's tight integration with our recruitment tools make offer management effortless. All details are stored on the LiveHire offer card which integrates simultaneously to IntelliHR and PandaDoc," said Ms. Kouvelis.

Automated Communication

Baby Bunting has achieved an impressive candidate communication rate of 96% by harnessing LiveHire's automated email and text communication features. They are now able to easily bulk message candidates at every stage of the recruitment process.

"The automated and streamlined communication approach ensures candidates are informed at every step of the recruitment process which enhances their experience and reflects positively on the Baby Bunting brand."



The ability to benchmark recruitment performance and identify areas for improvement has been instrumental in optimising the recruitment process at Baby Bunting.

Natalie Kouvelis

Talent Sourcing Coordinator at Baby Bunting



Talent Community and Talent Pools

Baby Bunting has built a dynamic talent community that boasts over 86,000 profiles. They are now able to nurture relationships with potential candidates and reactivate past candidates when new roles become available.

Building a talent community has streamlined hiring. The time from application to hire from the talent community is just 10 days versus 21 days from job boards.

Harnessing the power of a talent community not only slashed time-to-hire but also reduced the need for agencies and paid job board advertising which has provided impressive savings for Baby Bunting.

Reporting

One of the standout features of LiveHire for Baby Bunting is its robust analytics and reporting capabilities. The graphical reports allow them to track key metrics such as time to hire, current open roles and store-specific performance. "I could dig around in the analytics all day as it provides us with valuable insights for strategic decision-making," said Ms. Kouvelis.

Results

After implementing LiveHire, Baby Bunting successfully reduced their time-to-hire from 60 days to 30 days. Their reliance on job board advertising and recruitment agencies has been drastically reduced.

The automated communication and tightly integrated tech stack improves candidate experience, leading to a high communication rate and positive brand representation.

LiveHire's automation features and streamlined workflows increased productivity and allow Baby Bunting to manage around 15-20 hires per week, and up to 100 jobs at any time with just one talent acquisition professional.