



CASE STUDY

How LiveHire helped iconic retail brand Tree of Life hire Christmas Casuals in record time

Company Background

Tree of Life is the iconic bohemian Australian retail brand with over 43 stores nationwide.



The Christmas casual recruitment, with the help of LiveHire was the smoothest I have experienced in my time at Tree of Life. LiveHire provides a fantastic way to sort through large amounts of applicants but most importantly to be able to communicate and engage with them. I was able to stay in contact with Christmas casuals who had impressed us previously and offer them positions when they came up again. This is made so easy using the tags and Talent Pools.

— **Isabella Rooney**, HR team member at Tree of Life

Results At A Glance



230 candidates hired in one month



Quick shortlisting through application questions



Increased candidate experience and engagement

Challenge

Over the summer period, Australia typically sees an 87%¹ increase in casual roles within the retail industry. Like the majority of retail organisations, hiring candidates at high-volume for the Christmas casual period is often a stressful and busy time for the team at Tree of Life. There just isn't enough time to effectively source, screen, engage and hire relevant candidates.

Solution

Tree of Life's single recruiter hired 230 candidates within one month of implementing LiveHire's Talent Acquisition & Engagement platform, more than double the hires of the previous year. With the best source of hire being the Talent Community, the recruiter was also able to reach out to all candidates from the previous year that had been Talent Pooled with positive feedback. Tree of Life was able to leverage application questions to accelerate the hiring process, and to understand quickly who was the right fit. Through two-way, on-platform communication, they were able to communicate with candidates in an efficient and simple way.