



Creating amazing new hire welcomes

A Retail Zoo case study



Retail Zoo, a modern business franchise

Country: Australia
 Verticals: Retail
 Stores: 500+ worldwide
 Website: www.retailzoo.com.au/

For those who don't know Retail Zoo, they're the ones who own big time Aussie success stories Boost Juice, Salsas Fresh Mex and CIBO Espresso.

With hundreds of stores across Australia, Retail Zoo, like most businesses in retail and hospitality, have a high demand for staff.

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The new HROnboard onboarding process is professional and has brought the Retail Zoo HR / Onboarding team into the 21st century!
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Melissa Kokai, HR Advisor

The challenge

The Retail Zoo brands offer casual and part-time employment that's ideal for their new hires that are predominantly school-aged or university students.

The biggest challenge Retail Zoo faced with their old onboarding procedures was the time it took to get the paperwork prepared, sent to new hires, and then returned.

With a widespread work-force all over Australia and centralised Support Centre in Melbourne, posting new starter paperwork meant that it could be 2 weeks between sending the paperwork out and receiving it back. To support the volume of new hires, especially in the lead-up to Christmas & Summer - the Retail Zoo team could very easily lose track of the status of new hires and exasperate the process.

This delay impacted the onboarding culture, with the new hire who was thrilled about joining an exciting team made to wait for more than a couple of weeks to begin their first shift.

The solution - creating an amazing first impression

Retail Zoo were looking for a solution that streamlined the onboarding process, and most importantly reduced time spent on creating paper new hire packs.

The Retail Zoo team wanted a solution that would give a great first impression to new hires. Their business' are tech-savvy with Apps for each brand, and the team at Retail Zoo wanted their new recruits to experience the team culture from when they receive their offer, reinforcing the value the company places into their teams by creating welcomes that mirrored their customer experience.

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HROnboard ticked all of the boxes for what the Retail Zoo team considered non-negotiables – it provided an easy, professional interface, and Retail Zoo were able to integrate logic in the back-of-house setup which made the payroll system integration seamless and error-free.

HROnboard provided individual portals depending on the brand the new hire was joining as each of [the Retail Zoo] brands are unique and have their own look and feel.

Most importantly, HROnboard's easy online offer and acceptance meant no more paperwork! Gone are the days of formulating and printing out paper contracts to be signed and returned. With HROnboard, the team at Retail Zoo have automated the entire offer & acceptance process with a streamlined, simple process. New starters can review and accept their tax forms, contracts, and workplace policies online.

**90%**

Reduction in the timeframe
between sending offer and
new starter completion

The results

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When it comes to contract generation, HROnboard has dramatically reduced the amount of time spent creating contracts as well as printing, putting together & posting out new hire paperwork.

HROnboard eliminates any risk of mail being delayed/lost. For new hires receiving offers, HROnboard means that between being offered a job and Retail Zoo receiving all their paperwork is only (at most) a few hours away.

The portals are fully customised for each brand and provide a wealth of information to new hires – this includes Welcome Booklets for each brand and Position Descriptions. This allows area new starters to gain a lot of knowledge about the company prior to starting work and be first day ready.