



# Onboarding in the retail space

A Spend-less Shoes case study

## Spend-less Shoes

THE LOOK FOR LESS

Country: Australia  
Verticals: Retail/Fashion  
Stores: 200+  
Employees: 1000+  
Website: [spendless.com.au](http://spendless.com.au)

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*HROnboard has revolutionised our process between recruitment and payroll systems.*”

Jaimee Charlton,  
Store Development  
Manager

## A bit about Spend-less Shoes

Spend-less Shoes is a proudly Australian owned and operated footwear retailer selling the latest fashion looks. From humble beginnings in 1988 they continue to grow, operating 200+ stores throughout Australia.

Their team exceeds 1,000 employees who strive to achieve a vision of becoming 'The World's Friendliest Shoe People'.

## The challenge

In early 2017, Spend-less had the opportunity to expand their national footprint by 40 stores. This was a huge chance for the team; but in a highly competitive retail industry, managing overhead costs can often prove to be quite a significant challenge.

The expansion also meant that the team would get the chance to take on over 200 new staff. As exciting as this was, managing contracts in an industry with high staff velocity is time-consuming work. Adding to the challenge was the delay between sending out an offer to a new employee, all the forms being prepared, and their first day. This process took an average of 3 weeks - not ideal when staffing needs were immediate.

With this in mind, the team had to hire temporary staff just to manage all the complexities of new contracts and new team member onboarding. With a lack of automation in the onboarding process, this was going to be a ball-and-chain on their expansion plan.

The primary objective of this Support Centre team at Spend-less was to ensure they provided platforms for success for all the retail team members. Given that spending less is in their name; Spend-less needed a solution that could reduce overheads, while empowering their existing team to get more done with less time.

*“Providing a better team member experience is something we wanted to explore”* -Jaimee Charlton,  
Store Development Manager

## The solution

By automating and streamlining their onboarding process, HROnboard was able to address their fundamental goal - reducing overheads.

Gone are the days of formulating and printing out paper contracts to be signed and returned. With HROnboard, the team at Spend-less 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.

To avoid double handling of team member information, Spend-less integrated their payroll system 'Expr3ss!' into HROnboard. This seamless integration created a frictionless experience from when a new hire applies, through to their first payslip.

With the reduced resource hours spent on process-driven work; such as putting together new employee contracts, the team at Spend-less are empowered to spend more time focusing on the strategic programs for the business.

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*The customer service is exceptional, nothing is too much trouble, questions are answered quickly, and the software is intuitive so we didn't need much training, we could work it out easily because it made sense.*

”



67%

Reduction in team member onboarding resourcing



90%

Reduction in the timeframe between sending offer and new starter completion

## The results

The implementation of HROnboard has meant less work for the Spend-less team, a more professional onboarding experience for the new hire, and helped provide value to the business in a time of growth.

*“Had we not had HROnboard implemented, we would have had to put on more staff to cope with this expansion. We were able to cope without any increase in staffing. A huge cost-saving for us, and a fantastic outcome.”*