

RETAIL SUCCESS STORY

St. John Knits Case Study

Goal

- ① Increase flow of applicants
- ① Automate their hiring process
- ① Capture the voice of the millennium generation with new up-to date technology

Impact

Schedule an interview through AllyO in

 **3min**

Application completion rate

 **91%**

How St. John Knits modernized their recruiting experience with AllyO:

St. John Knits wanted to find a way to stay ahead of the trends and provide tools that can be used with today's most popular device, cell phones! AllyO gives candidates the ability to apply from almost anywhere at any time, ensuring that candidates won't be tied down to outdated methods of applying for a job, but rather give them a chance to be part of disruptive technology. By providing potential candidates an easy way of applying, St. John Knits saw an increase in their applicant flow. St. John Knits recruiters would then have to contact each potential candidate after they had applied through the ATS, forcing recruiters to play phone tag and hope they can get in contact with the candidate to set up an interview. With AllyO, recruiters no longer have to worry about tracking down the candidate since AllyO screens and schedules them in under three minutes. In the event of an interview needing to be rescheduled or canceled, St. John recruiters can do it with a click of a button, instantly notifying the candidate the change in the interview. **By using AllyO recruiters now save 10%-20% of their day that they would be using to schedule and contact a potential candidate.**

ST. JOHN

St. John is an American luxury fashion brand that was founded in 1962 by Robert and Marie Gray. With its collections and styles sold in specialty stores in 29 countries and 27 company-owned retail boutiques in the United States, St. John continues to expand globally and build on the legacy created in 1962.

"AllyO helped capture local traffic for us and route them to the store. For the audience that comes to work for us, a solution like AllyO closely speaks to their style of looking for jobs"



Christine Ritterpusch
District Manager