

 Outmatch.

Jardine Motors Group

Recruiting without CVs: How Jardine Motors Group Launched a Premium Digital Experience During Disruption

SAP SuccessFactors 

Employees:
2,700



Industry:
Automotive

About Jardine Motors Group

Jardine Motors Group, which operates 60 car dealerships across the UK, relies on its 2,700 employees to make it 'the best motor retailer, as judged by you'. Recruiting the right people to be the first point of communication with customers across the business, is crucial.

In March 2020, the recruitment team faced a unique challenge. They needed to staff a new Connection Centre in Birmingham, but social distancing meant they couldn't invite shortlisted candidates to assessment centres. And while the team had video interview technology in place, they had to sift CVs manually to decide who to put forward. Reviewing the videos afterwards was manual, too.

The process was very resource-intensive, and the team wasn't in a position to hire more people to help. As recruitment manager Christopher Cuthbert says: "The business was counting on us to deliver. We needed to find the right tool to help us do it."



QUICK STATS

- Fully implemented in **less than 2 weeks**
- Accelerated** recruitment by removing manual review of CVs
- Increased** diversity by assessing skills and attitudes vs. experience
- Improved** interview-to-hire ratio

"Outmatch offered the standout platform for the situation we were in. And by enabling us to deliver a premium, digital and future-focused employee experience from the outset, it sets the tone for what we're striving to provide as a team."

-Christopher Cuthbert, Recruitment Manager, Jardine Motors Group



The Challenge

To recruit a large number of Connection Centre staff in a fair, safe, and consistent way during the COVID-19 pandemic – with no extra resource.

The Solution

An end-to-end solution for quickly selecting the best candidates – implemented in just over a week.

Outmatch was one of several suppliers Christopher spoke to. Our differentiator was the ease with which we could implement the solution.

“We needed a platform that would give us a fair selection process and come fully formed, but be adaptable to our own requirements. We also needed it to be ready in a very short time,” explains Christopher.



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It helped that Jardine Motors Group started small, with a specific focus on resourcing the new Connection Centre. Having all the branded content ready to go online was a plus, too. And because the Head of Connections was involved from the start, she was very keen for the project to succeed.

These factors meant we could roll out the solution quickly and easily.

“It was a hugely straightforward process, and we managed it while everyone was working from home.”

“From the start of implementation to when we first got candidates through the initial parts of the system wasn’t much over a week,” recalls Christopher”



The Results

A fair, fast, and efficient process for identifying the strongest candidates, irrespective of background.

Now, clicking on 'Apply' in Indeed.co.uk sends candidates directly to the Outmatch platform, with Jardine Motors Group branding and a welcome video. Next, they:

1. Fill in some details to apply (there's no CV).
2. Complete an SJT to assess things like customer service and attention to detail.
3. Record an on-demand video, where they respond to additional customer service scenarios.
4. Receive feedback and, if successful, attend a live video interview.

This end-to-end solution maintains SuccessFactors ATS as the system of record, while transforming the experience for both candidates and recruiters. And because the candidate journey is hosted entirely on Outmatch, it's much faster than before: in some cases, candidates receive an invite to the live video interview the day after completing the process. Second, it's more automated. Candidates can opt out at any stage, which cuts the numbers substantially; the screening then selects only those who display the relevant skills for the role. So, from the first batch of 1,750 candidates, 260 completed the on-demand video interview. This equates to live interviewing just three people per hire (compared to sifting 1,750 CVs in the old process).

“By the time we get to the final stage, the ratio of live interview to hire is very high, which shows that the system is working,” says Christopher.



And finally, cutting out CVs has allowed Jardine Motors Group to select candidates in line with its business values, removing any bias and making the process as inclusive as possible. In this expanded talent pool, returning mothers and people whose lack of experience has shut them out from the industry before have been among the strongest candidates.

Ready to get started?

We composed a layer of assessments, video interviewing and reference checking to humanize the hiring process at scale.

[Request a Demo](#)