

Dalia

Talbots

How the iconic retail brand thinks innovatively about job seeker experience and uses Dalia to deliver quality candidates

TALBOTS

Talbots is all about relationships - with its employees, with customers and with job seekers. The retailer strives to give women the confidence to express their best selves in all aspects of their lives - every day. In addition to high-volume, hourly retail jobs, Talbots hires for all the careers that retail cultivates, including design, distribution, IT and corporate roles.

CHALLENGE

While Talbots is often known as a fashion brand, it has the whole range of careers that are important in retail, and engaging with high-quality candidates for such a wide range of roles can be challenging.

“You can build a career in retail and not be in a store or be a fashion designer - there are jobs that touch all aspects of managing a business,” said Susan Collins, Director of Talent Acquisition & Employer Brand at Talbots. “It’s not about a cookie-cutter person; it’s about hiring somebody curious, versatile and with the right skills for the job.”

Like many companies, Talbots is focused on finding and hiring the right candidates for the talent needs of today, so time for long-term nurturing can be limited.

“In talent acquisition, we are moving so quickly,” Susan said. “We do nurturing behind the scenes and we’re good at it, but it’s a lot of work to nurture.”

SOLUTION

Talbots is obsessed with recruiting innovation. It regularly tries new solutions then keeps the ones that work, and the opportunity to test Dalia worked well with that approach.

“My favorite thing to do is to test new solutions,” Susan said. “Some tests are duds, and some are successful - Dalia was a successful test.”

The Dalia automated email program keeps Talbots candidates engaged and coming back to apply to jobs. It also supplements the outbound work the Talbots talent acquisition team is already doing.

“What I like about Dalia is that candidates have an interest in Talbots but the timing isn’t right,” Susan said. “The layer of Dalia on top of existing nurture campaigns adds another touchpoint, which makes those candidates even more curious about us.”

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Susan Collins, PHR
Director, Talent Acquisition
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RESULTS

As a well-known consumer brand, Talbots is less focused on candidate volume and more focused on candidate quality and hires. Dalia increases qualified candidate flow by engaging high-value passive candidates who are less likely to initially apply, and bringing them back to Talbots when the time is right.

“We look at all of our partners holistically,” Susan said. “You can be sending a ton of applications but if they are not quality applications, we’re wasting dollars.”

Dalia quickly made an impact on the metrics important to Talbots - applicant quality, apply to hire ratio and total hires - and performs very well compared to other sources.

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