

ALWAYS HIRING GREAT PEOPLE TO ARRANGE A SMILE FOR YOU



For more than 35 years, 1-800-FLOWERS.COM has been helping deliver smiles for customers with gifts for every occasion, including fresh flowers and the finest selection of plants, gift baskets, gourmet foods, candles, confections, balloons and plush stuffed animals.

1-800-FLOWERS.COM and the Gourmet Food and Gift Brands (GFGB) division including Cheryl's, Fannie May, The Popcorn Factory, DesignPac, Stock Yards and 1800Baskets.com are always on the lookout for great talent to help grow all of their brands.

A hiring platform that improved candidate pipeline by 90%

Oliver Horvath, HR Generalist at 1-800-FLOWERS.COM (GFGB), joined the company as a part-time employee tasked with hiring more than 600 seasonal workers without any formal hiring solution in place. With more than 1,200 employees, six different brands to hire for and locations across four states, the process of recruiting without a system was overwhelming.

"I was looking for something that could unify the hiring process across different cities, states, and brands," said Horvath. "Candidates could be directed to the same place and information was easily accessible - all in one place."

SmartRecruiters not only delivered that requirement but also landed him a full time role at the company. "Oliver wanted to make sure he was given a full-time position. He introduced SmartRecruiters and he got the job," said Danette LaFollette, Vice President of HR at 1-800-FLOWERS.COM (GFGB) division.

SmartRecruiters continued to prove its value to the organization as a whole. Before SmartRecruiters, 1-800-FLOWERS.COM and its subsidiaries were posting to job boards without a central location to manage candidates.

"SmartRecruiters re-invented the entire recruiting process for us. It simplified everything and the candidate flow improved at least 90%," said LaFollette. Horvath adds "Now, SmartRecruiters provides a collaborative hiring experience for our candidates and our hiring managers."



AT A GLANCE

Industry:

Retail

Location:

Columbus, OH

Customer Since:

2012

Favorite Feature:

Social referrals

Why SmartRecruiters:

- One hiring platform used across 4 states and 6 brands
- Increased quality of candidate flow via social referrals
- Streamlined hiring process for 1,200+ employees
- Ability to manage all candidates and employee referrals in one place
- Turning every employee into a smart recruiter

600 seasonal employees hired in 4 months

In LaFollette and Horvath's industry, hiring seasonal workers is a huge priority, one that requires lots of time, money, effort, and a very strict deadline. Horvath explained, "We hire between six to eight hundred seasonal customer service representatives a year with a hiring process that normally takes months on end to get adequate amounts of qualified candidates."

With SmartRecruiters, Horvath reduced the hiring time to one month. "We've cut our time and cost to hire dramatically, nearly 100%," said Horvath.

"We're tracking in a bigger and better way. We're much more successful from a hiring perspective," LaFollette confirms. "My a-ha moment was when I saw SmartRecruiters and it just worked. We can now make smarter hiring decisions, faster."

SmartRecruiters gave 1-800-FLOWERS.COM the confidence that their hiring would get done - with ease, efficiency, and enjoyment. "SmartRecruiters sets a new paradigm for recruiting," says Horvath. "In the past we had used a homegrown Applicant Tracking System. With SmartRecruiters, we have a modern, smart, easy solution that meets our needs."

Social referrals drives 30% more candidates

Horvath had used other social recruiting tools and found them underwhelming. But when he tried SmartRecruiters' social referrals, and saw how it connected his recruiter's professional networks and his own to identify qualified candidates, he was impressed.

"It was so exciting to see how SmartRecruiters can simply connect to my social network and find the most relevant connections for a job," Horvath explains.

Adding relevant, targeted social recruiting to his recruiters' toolbox has helped Horvath's team significantly increase their candidate flow for their open positions. "We had more than 100 people apply to our jobs over the past weekend which is a huge change," he said. "That's an increase of 30% compared to our previous record, and it's all thanks to SmartRecruiters."

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Vice President of HR at 1-800-FLOWERS.COM
(GFGB)

"SmartRecruiters lets us turn every employee into a smart recruiter. We can reach great people through our company social graph that we may not have otherwise and then manage all the employee referrals in one place."

Oliver Horvath

HR Generalist at 1-800-FLOWERS.COM
(GFGB)

Given the success they've seen with social media recruiting available to the HR team, Horvath plans to roll it out company-wide, so all employees can activate their networks.

Horvath explains that the challenge with referral programs is that an employee may not be able to refer a candidate with the right skill sets required for a role they haven't done themselves.

"It can be difficult to get someone in a creative department to read a financial controller job description and then determine who they know that would be a good fit. With SmartRecruiters' social referrals app, it will take care of that!" says Horvath.

Horvath predicts the expanded rollout of social referrals app will increase the number of candidates that apply for a role by at least 25% simply because of how easy it is to make a referral on the employee side.

"SmartRecruiters lets us turn every employee into a smart recruiter. We can reach great people through our company social graph that we may not have otherwise and then manage all the employee referrals in one place."

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