

Retail Report



We analysed 11 representative retailers in Denmark on 11 key parameters to evaluate their performance in **Candidate Experience** and **Employer Branding**.

Preface

Why?

In today's swiftly-changing talent landscape, there's a clear power shift that we cannot ignore: candidates have increasingly become the decision-makers. The retail sector, with its inherent dynamic nature, faces a growing challenge. Attracting and retaining top talent isn't just about offering competitive salaries or growth opportunities; it's fundamentally about understanding what candidates truly value.

Denmark's retail industry is no exception to this trend. Amidst growing competition, organizations are racing to position themselves as the top choice for potential employees. It is no longer just about who you want to hire, but rather who wants to be a part of your brand.

Recognizing this shift, there arose a compelling need to investigate the state of the art in Denmark's retail sector, focusing primarily on Employer Branding and the Candidate Experience. This isn't just about keeping pace; it's about defining the pace and setting industry benchmarks.

In 2030

Denmark will have a shortage of 90.000 employees.

Dansk Erhverv

42%

of colleagues were newly hired in 2022

Dansk Erhverv

1/3

left their job in 2022

Dansk Erhverv



How?

Our methodology is both rigorous and holistic. Guided by expert eyes, our team, comprising individuals from diverse backgrounds and vast expertise, undertook the responsibility of scoring each retailer on 11 distinct parameters (1-5). This multi-perspective approach ensured that our assessment wasn't one-dimensional, but instead captured the nuanced facets of each retailer's strategy and execution.

Once evaluated, we collated the scores, deriving an average for each parameter across the 11 retailers. This systematized approach not only provides clarity but ensures that our findings are both objective and actionable.



This report will provide you with insights that can guide your strategies, refine your approaches, and elevate your position in Denmark's competitive retail talent market.

Jesper Andersen
Founder & CEO, Elvium

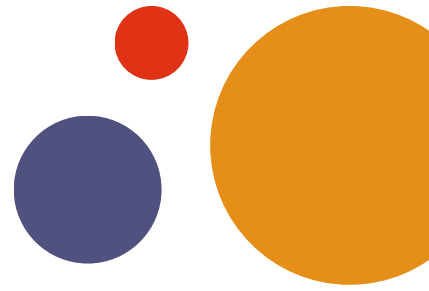
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The eleven parameters



Employer Branding

Employer Branding represents a company's image as a desirable workplace. It's a blend of reputation, culture, and values aimed at attracting and retaining top talent. In today's job market, a strong employer brand is essential for competitive edge and success.

Mobile experience

Mobile Experience evaluates the ease and adaptability of a retailer's job application process on mobile devices. It assesses how seamlessly the application interface adjusts to mobile screens, ensuring that candidates have a smooth and user-friendly experience when applying for jobs on-the-go.

Candidate self-screening

Candidate self-screening is focused on candidates' ability to self-identify their soft and hard skills. It evaluates the availability of self-assessment tools and the ease with which candidates can upload their resumes, allowing for a more personalized and streamlined application experience.

A Day in the Life...

"A Day in the Life" assesses a retailer's portrayal of daily employee experiences. It measures the depth and clarity with which a company communicates what working there is genuinely like, promoting transparency and trust with potential hires.

Overview and search functionalities

Overview and Search Functionalities examines the clarity and efficiency of a retailer's job portal. It evaluates the ease of browsing available jobs and the effectiveness of search tools, ensuring quick and relevant position findings for candidates.

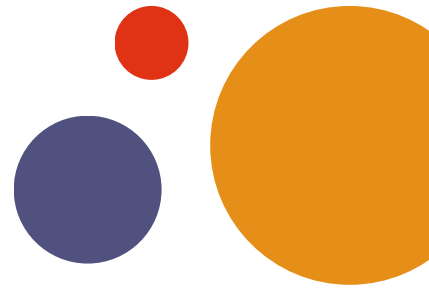
Candidate profile building

Candidate Profile Building evaluates the simplicity and intuitiveness of setting up a profile on the retailer's recruitment platform. It assesses how user-friendly the procedure is and measures the overall candidate experience, ensuring a seamless transition from profile creation to job application.

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The eleven parameters



Candidate Post-Application Experience

Candidate Post-Application Experience reviews the communication and feedback after an application is submitted. It evaluates response timeliness and clarity, ensuring candidates stay informed and engaged after applying.

Email Communication

E-mail Communication evaluates the quality and clarity of email interactions from the retailer to the candidate. It assesses the timeliness, relevance, and professionalism of the communications, ensuring a positive and informative experience for prospective employees.

Video Screening

Video Screening evaluates the retailer's implementation and efficiency of video screening options during the recruitment process. It examines the user-friendliness, clarity, and effectiveness of video screening, ensuring a seamless experience for both candidates and the hiring team.

Unsolicited Application

Unsolicited Application assesses the ease of submitting an application without a targeted job posting. It measures the intuitiveness and simplicity of the process for proactive candidates seeking opportunities..

Trainee

"Trainee" assesses the retailer's presentation and promotion of its trainee program. It examines the clarity of information, supplemented by visual aids like pictures and videos, and evaluates the overall candidate experience, ensuring the program effectively showcases the retailer's employer brand and appeals to potential trainees.

Want to be involved?

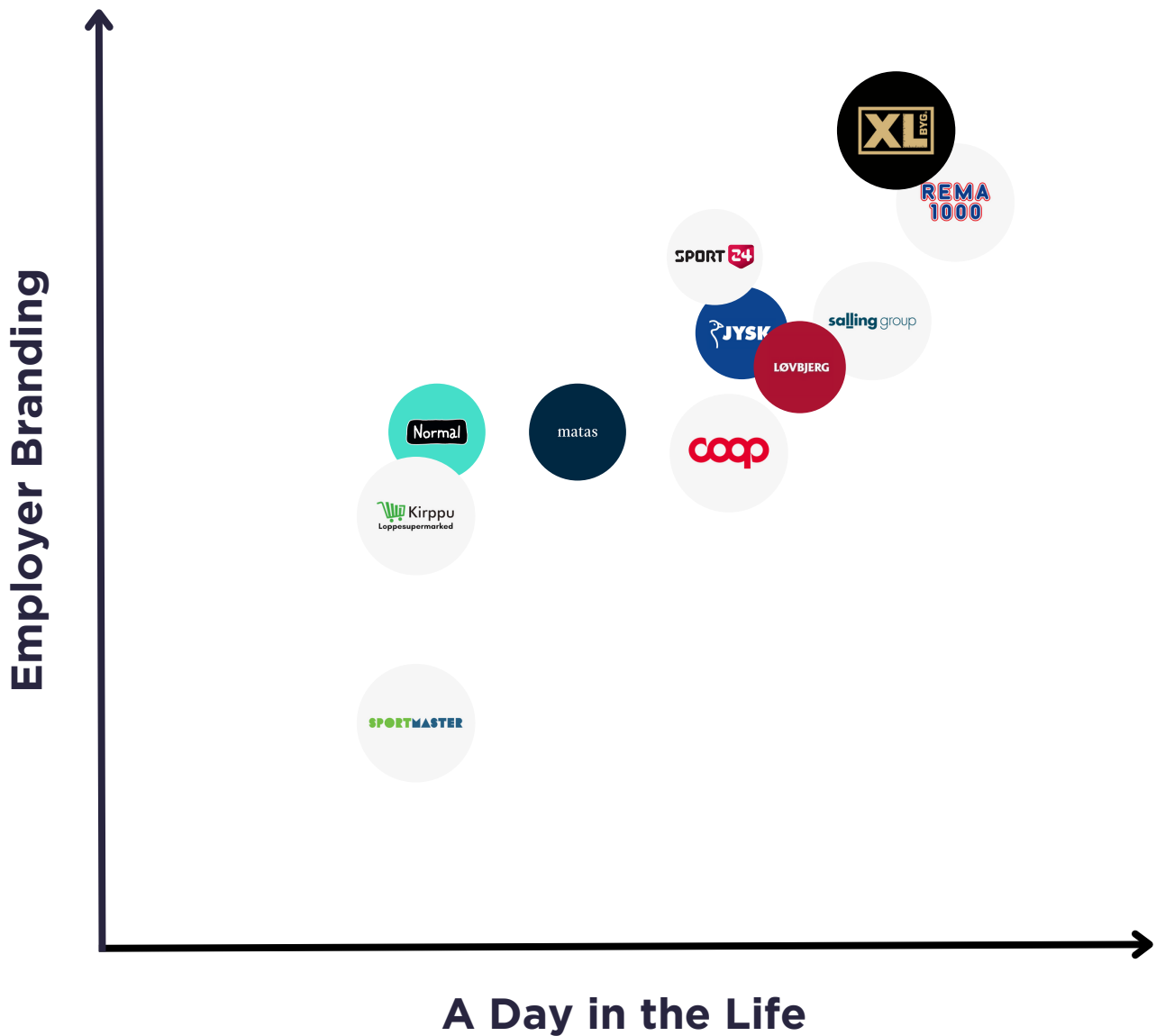
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How do retailers score?

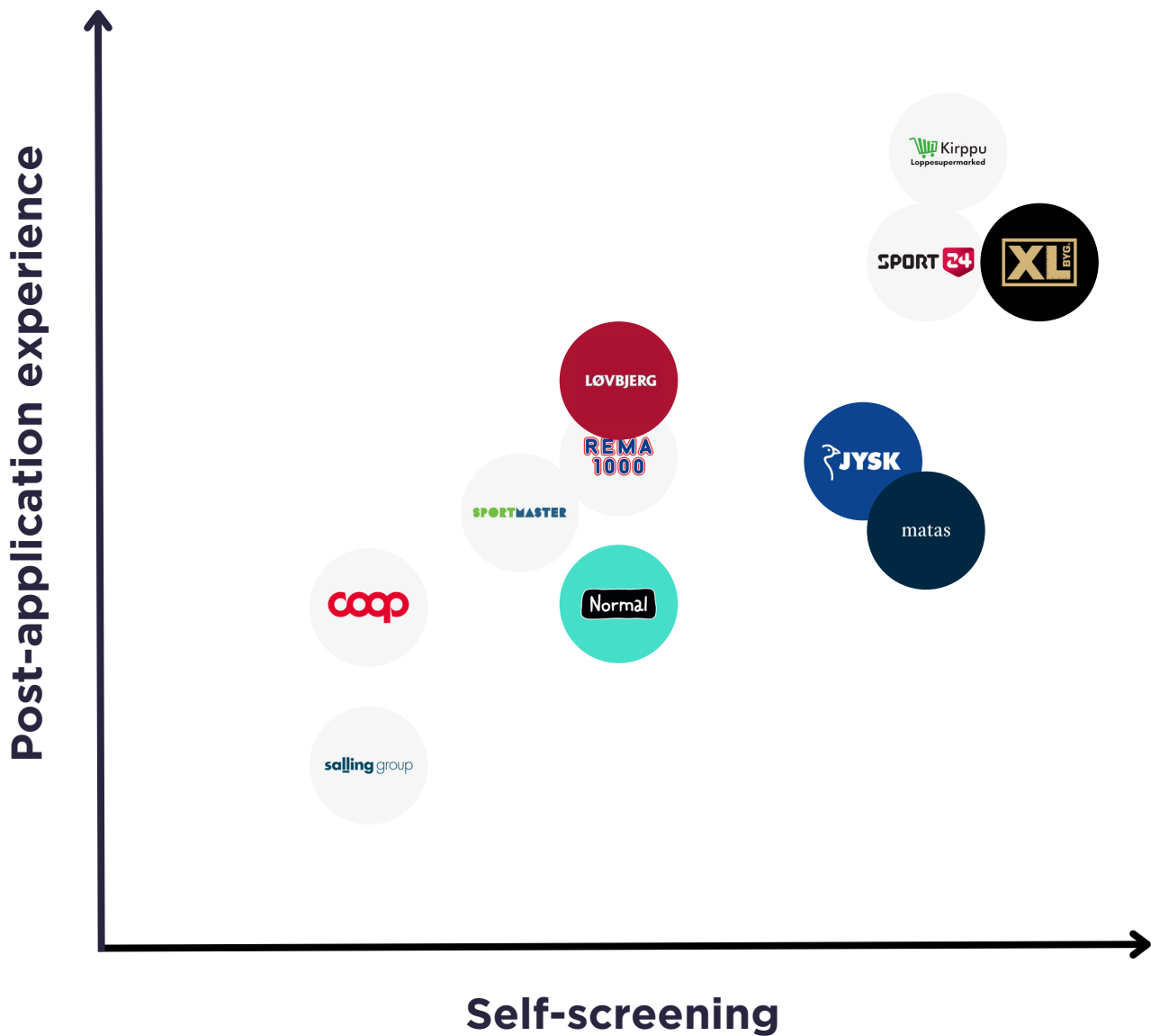
Employer Branding

In the following matrix, you can see how each of the 11 retailers scored in the analysis. All of the scores given by each expert has been combined into an average score.



Candidate experience

Looking at candidate experience, we zoom in on the post-application experience and the self-screening functionality within the system of each retailer. Below you see a matrix showcasing the position of each of the 11 retailers based on their average score in these two parameters.

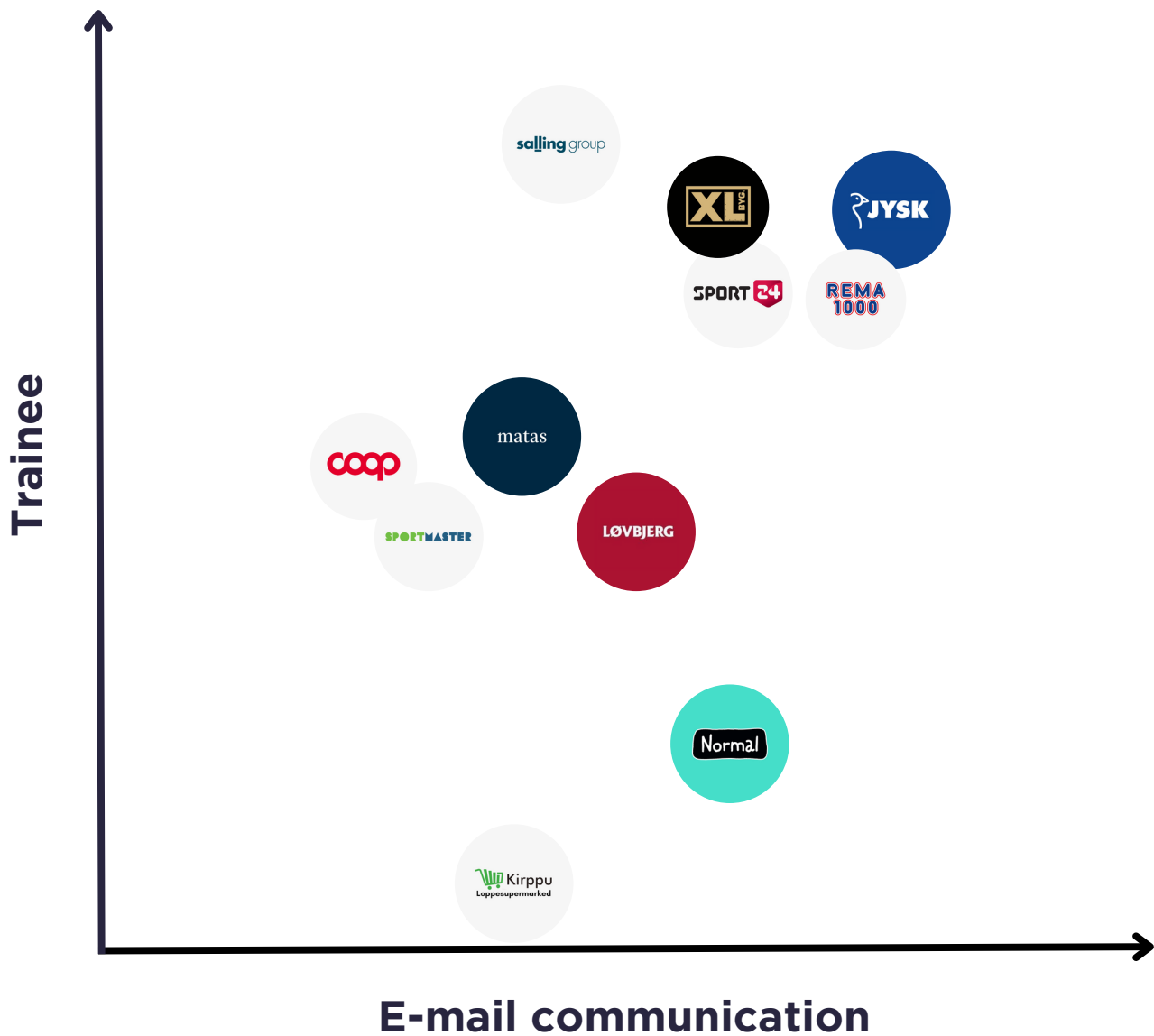


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Communication

In regards to communication, the following matrix zooms in on the trainee communication displayed on the website and the e-mail communication which is an important part of the candidate experience.



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Analysis

The following pages show each retailer and their score in each of the 11 parameters. Furthermore, a short **pros and cons** is displayed. For further detailed description and reasoning behind the score - [please reach out](#). We have a detailed description from each expert concluding on the overall experience with the retailer.

salling group

Employer Branding

A Day in the Life

Mobile Experience



Candidate Self-screening

Overview and search functionalities

Candidate profile building

Post-application experience

Unsolicited application

E-mail communication

Trainee

Video Screening

*best in class

*improvement potential

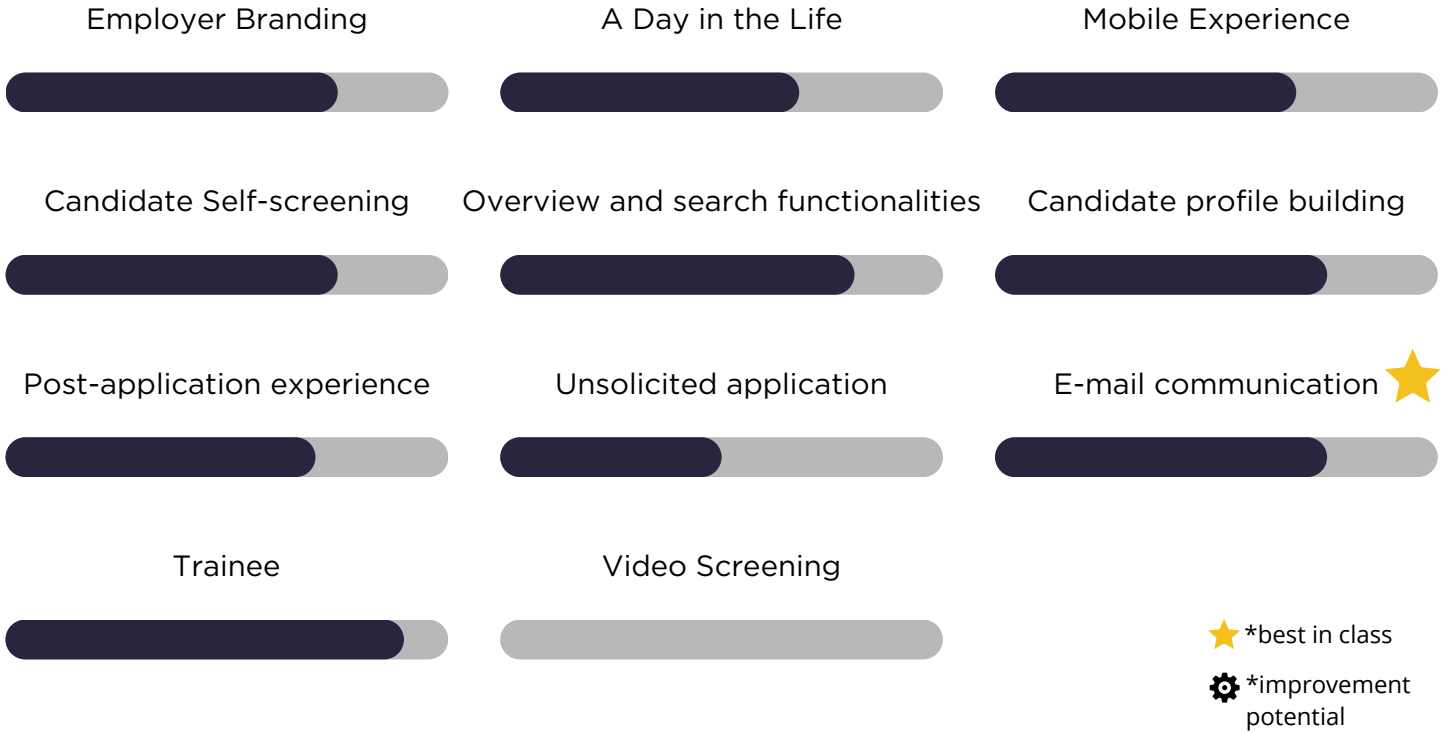
Pros

- The trainee universe is excellent. Best in class.
- Overall good Employer Branding with clear communication and good use of visual content.

Cons

- Needful profile building, self-screening, and post-application experiences. There is high improvement potential.
- Multiple technical errors were experienced in the process.
- It was unclear whether a job application was successful or not due to errors.

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Pros

- Very good trainee universe.
- Clear instructions and communication throughout the process.
- Overall impressive end-to-end process.



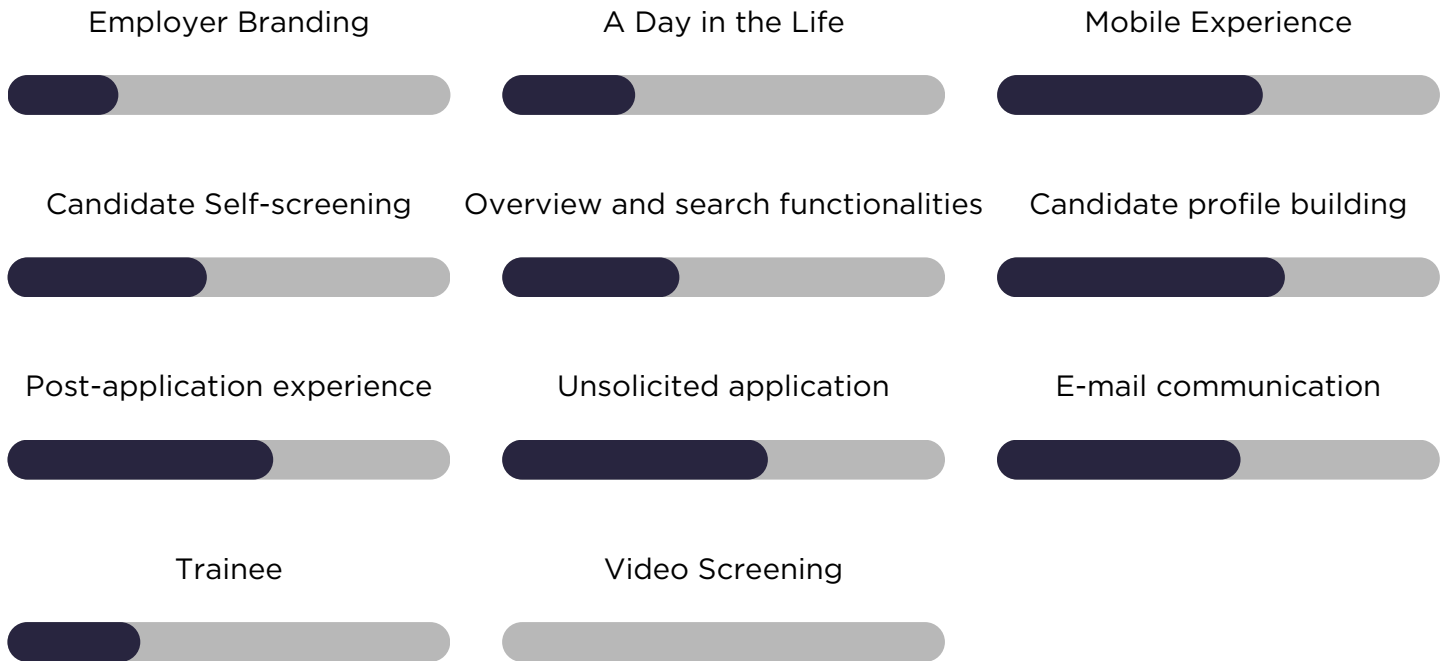
The layout of the job postings is "best practice". It is the layout that most companies use. One good thing is that the videos matches each job.

Cons

- The system for unsolicited applications is weak. There is room for improvement.
- Mobile experience is needful. It is necessary to align it with the laptop experience.
- Post-application can be confusing due to communication.

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SPORTMASTER



Pros

- Decent profile building and post-application experience.
- Mobile experience is responsive and one of the better.



The information you are requested to deliver, makes it likely that your application will not just disappear in the piles of unsolicited applications. That's great.

Cons


- Poor Employer Branding due to missing content and needful details.
- Unclear trainee information.
- Inconsistency between profile building and the application process. There is room for improvement in the overall end-to-end process.

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Normal

Employer Branding

A Day in the Life

Mobile Experience 



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Candidate profile building




 Post-application experience

Unsolicited application


E-mail communication




Trainee 

Video Screening



 *best in class

 *improvement potential

Pros

- Good overview and search functionality.
- Interesting and consistent Employer Branding relative to TV commercials.
- There is an alignment in tone of voice and branding, which is great.

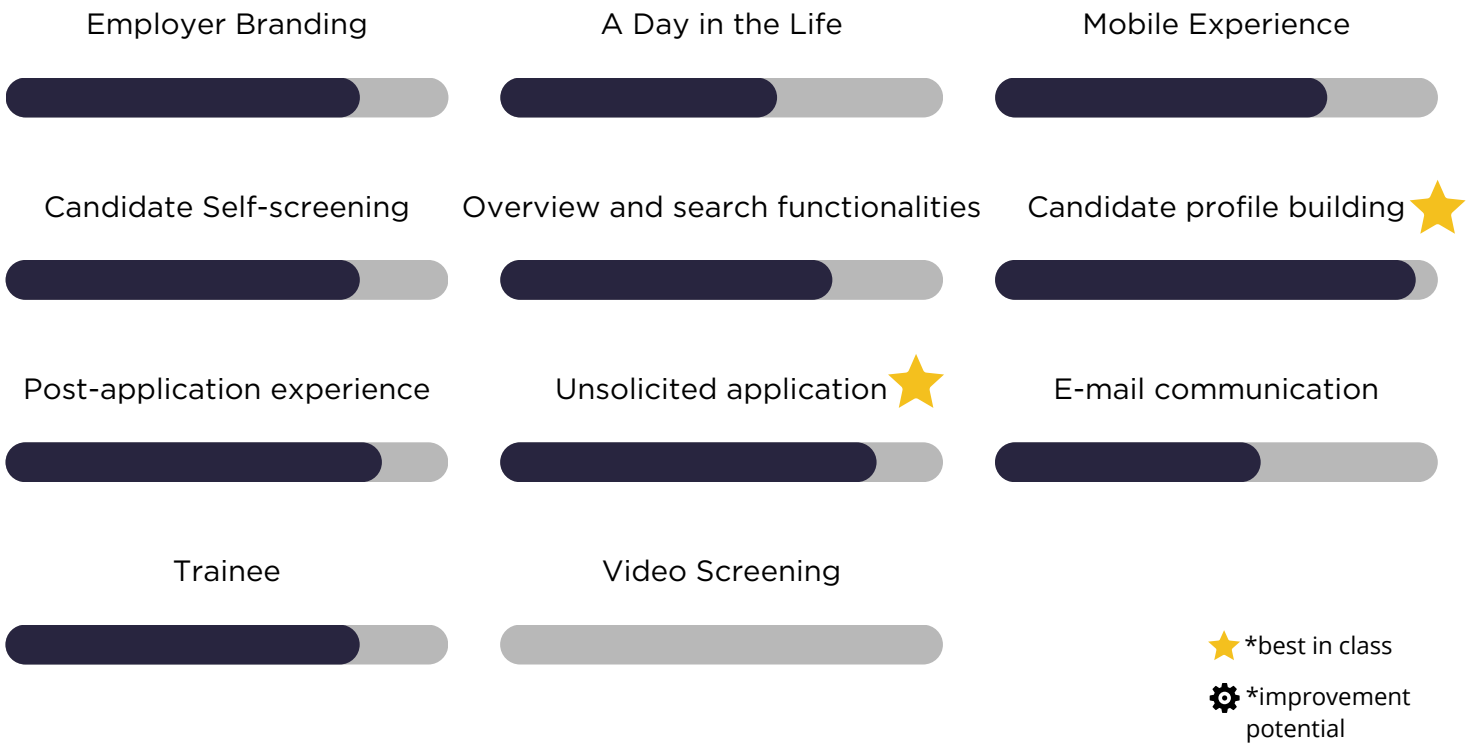


The videos you can see in the trainee universe are informative and engaging. The Employer Branding is very true to the "Tone of Voice" of normal.

Cons

- "Day in the life" lacks depth due to needful details. There should be more stories from within the company.
- Poor mobile experience. We recommend fixing this as soon as possible.
- The trainee site is subpar. There is a high improvement potential.

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Pros

- Generally good across most areas.
- Great work on unsolicited applications.
- Overall great end-to-end experience.

Cons

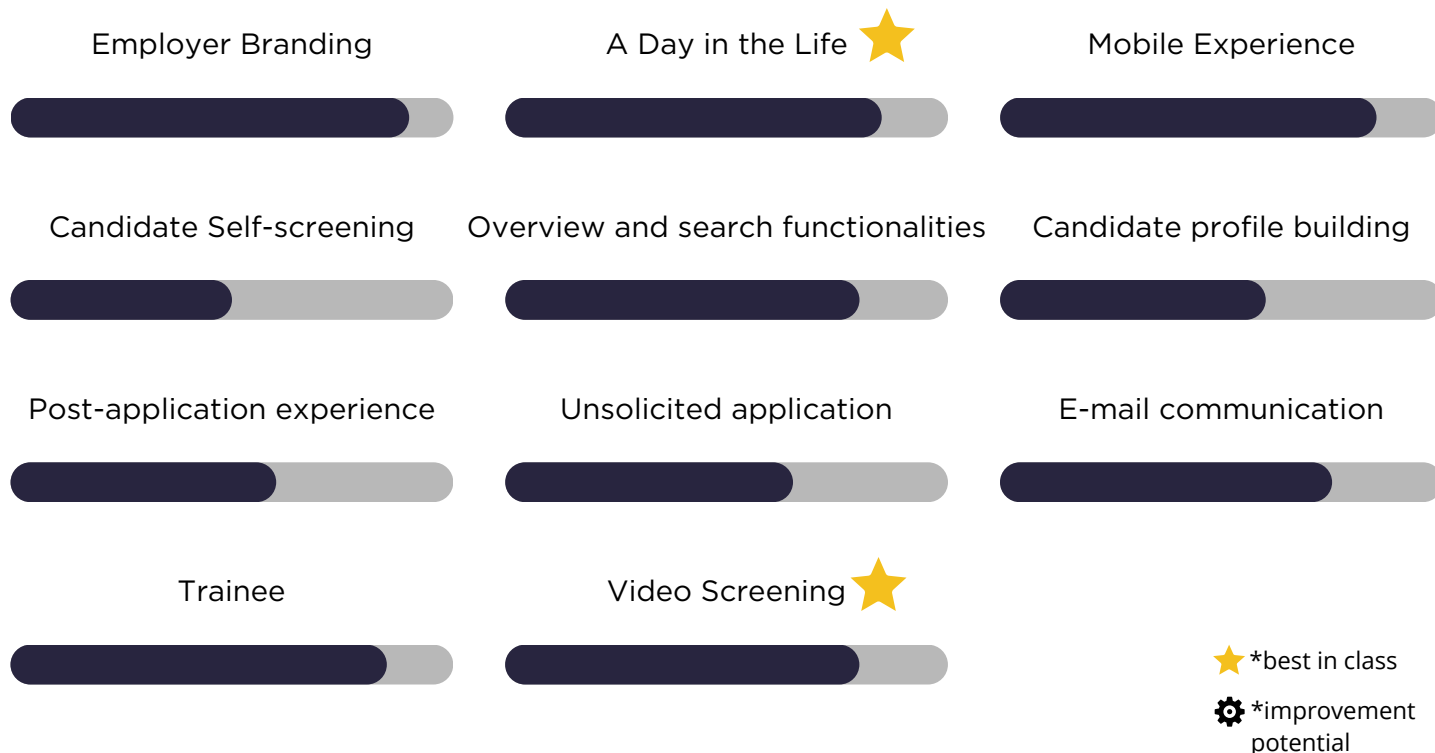
- "Day in the life" could be enhanced with video content.
- E-mail communication can be improved with more engaging content.



The way you choose hard and soft skills is very easy and intuitive. The email layout and information is pretty good.

Contact

REMA 1000



Pros

- Good Employer Branding across the site due to great details and consistency.
- Well-constructed trainee universe with videos and great content..
- System for unsolicited applications is commendable.

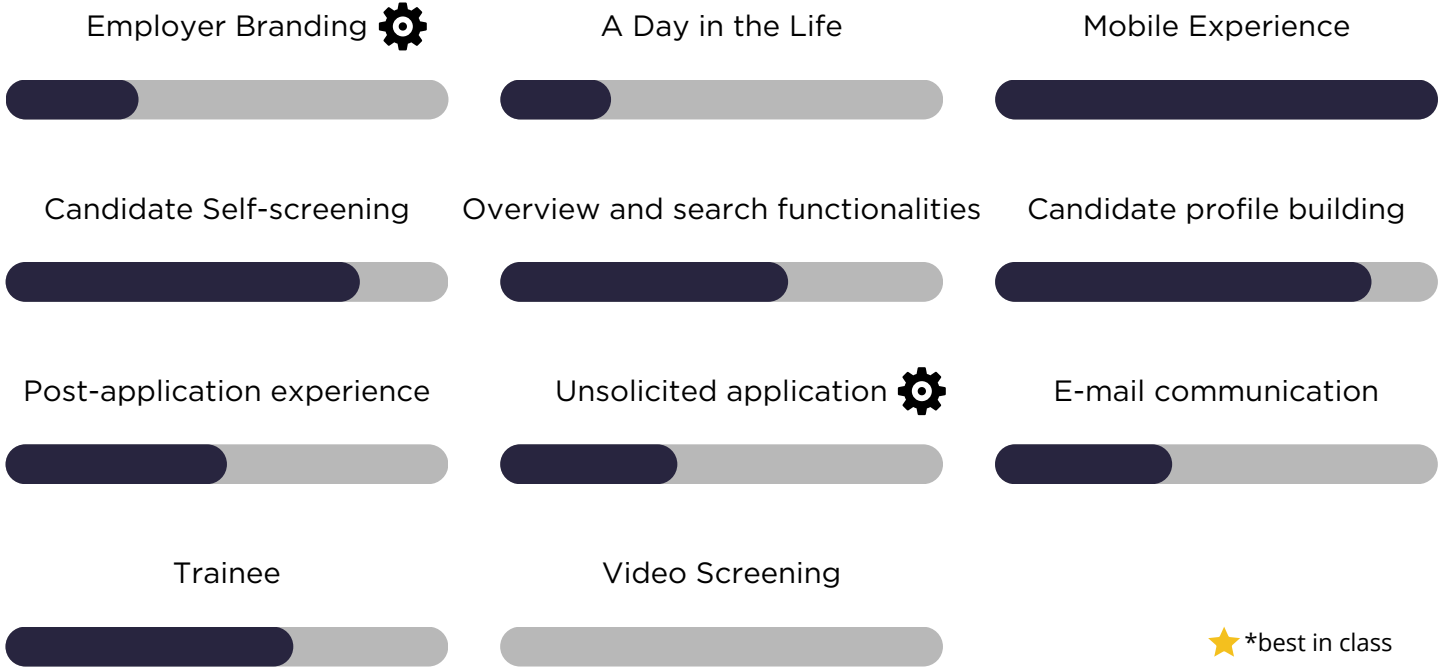
Cons

- Lack of engagement in post-application. There should be more engaging content in the process.
- Issues with profile building and document upload. Some of our experts experienced smaller bugs and issues. This must be fixed.



*The information is engaging and easy to find
The mix between videos and text works well. Overall, the branding experience is pretty good.*

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★ *best in class

⚙️ *improvement potential

Pros

- Modern Employer Branding.
- Overall great look and alignment between tone of voice and visual content.
- Profile building works seamless.




The overall visuals are quite nice and modern in look and feel. The filters are good and the layout of the job postings is "best practice".

Cons

- "Day in the life" lacks depth. Information is needful.
- There are branding issues on external platforms due to confusing google search (meta data; logo).
- Challenges with error messages and navigation during application.
- High improvement potential in the area of unsolicited application.

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Employer Branding 

A Day in the Life

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 *best in class

 *improvement potential

Pros

- Strong Employer Branding with engaging GIFs.
- Comprehensive "Day in the life" section due to detailed descriptions and bite-size information.
- Efficient self-screening.
- Overall commendable end-to-end experience.

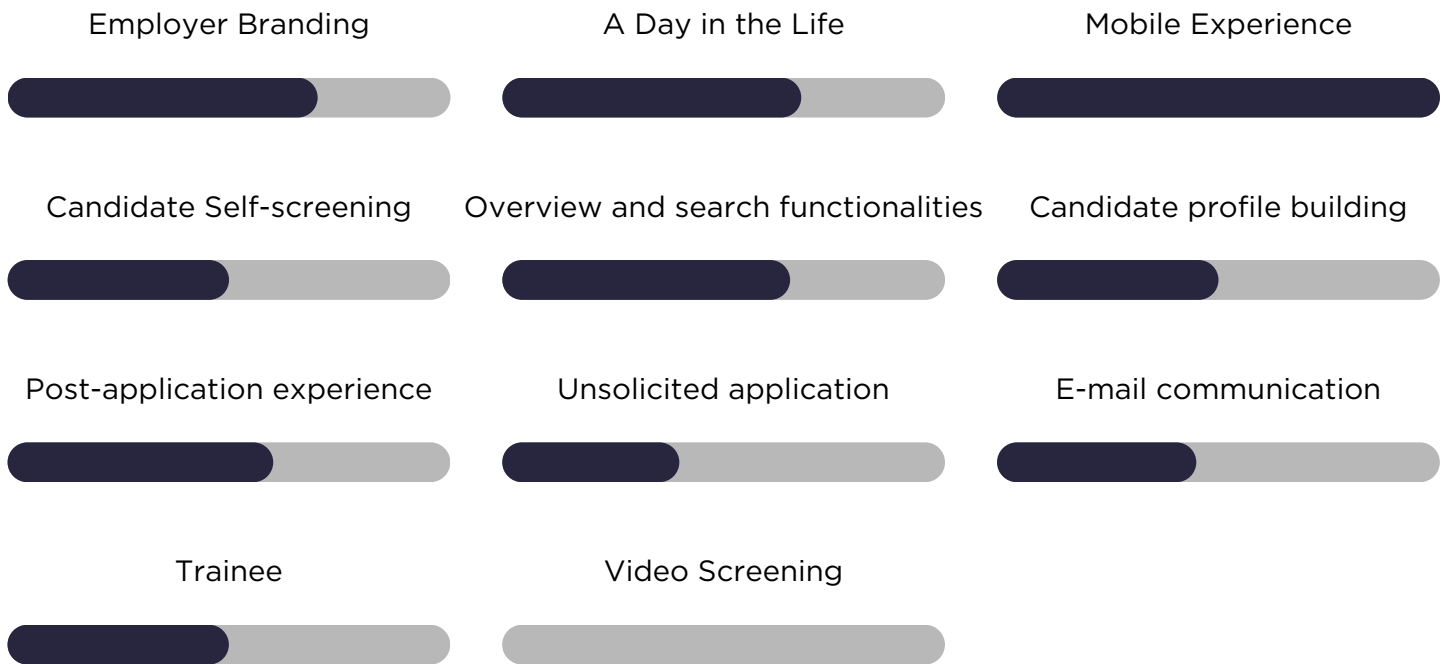
Cons

- Unsolicited application and email communication could be improved.
- More engaging content can be added to the e-mail communication.



The information is engaging and easy to find.

Contact 



Pros

- Consistent brand tone-of-voice.
- Positive post-application experience. One of the better.
- Mobile is responsive and seamless which is very important for candidate experience.

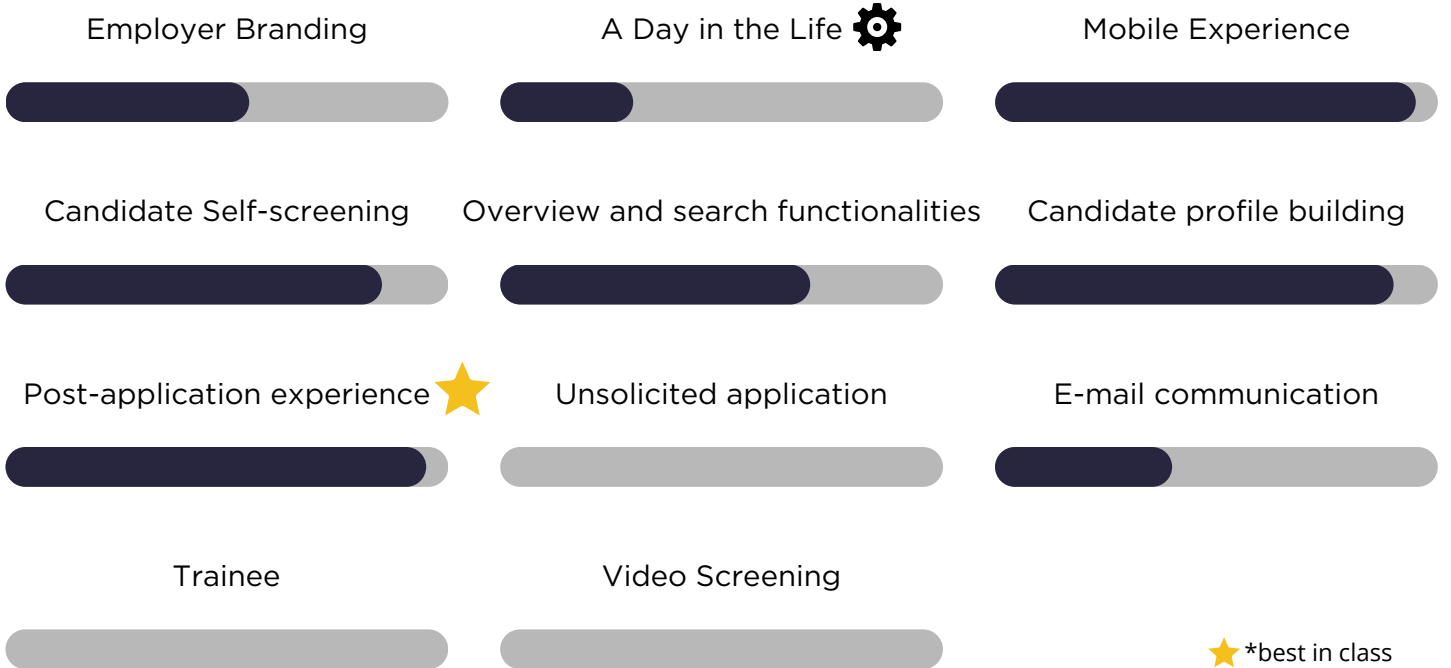




Good Employer branding. You get a good sense of the workplace - for all the types of candidates they hire.

Cons

- Limited information in "Day in the life". Details are needful.
- Needs more visual content to attract more talent.
- Løvbjerg fall behind competitors in trainee universe and unsolicited applications.

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 *best in class
 *improvement potential

Pros

- Fresh and modern visual design that enhances the experience.
- Efficient candidate self-screening and an overall good ATS experience, end-to-end.



The questions makes the application process frictionless. Very easy to apply and the candidate profile building is very nice.

Cons

- Needful "Day in the life" section. We recommend developing this section to attract more talent.
- No trainee program is visible on the site which is a shame.
- Limited information available.
- Unsolicited applications are not communicated. We recommend doing so to keep up with competition.

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Employer Branding

A Day in the Life

Mobile Experience



Candidate Self-screening

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★ *best in class

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Pros

- Abundance of available information.
- Decent Employer Branding with relevant information.
- Fine alignment in tone-of-voice and branding.



Good information on different types of trainee positions and they are individually grouped.

Cons

- Confusing navigation with multiple sub-pages. We recommend creating a better overview.
- Lagging email communication. There is room for improvement.
- We recommend using more visual content like videos and GIFs.
- Unnecessarily opening new browser tabs makes the experience more frustrating.
- Missing self-assessment options.

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Did you not see your company on the list?

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