



The North West Company Redefines and Modernizes Retail Recruiting with HireVue Digital Interviewing

North America's Second Oldest Retailer Cuts Hiring Process Time in Half, Increases Candidate Volume and Reduces Operating Cost Per Hire 22 Percent

SALT LAKE CITY – June 26, 2013 – HireVue, provider of an amazing new way to interview through social, mobile and on demand technology, today announced continued customer success and ROI with its award-winning digital interviewing platform. After just six months of using HireVue, The North West Company, one of North America's oldest retailers, reports that it reduced operating cost per hire 22 percent, reduced candidate processing time by 50 percent, increased candidate volume, improved the candidate experience, and more.

The North West Company operates 163 stores across its Canadian Sales and Operations division, many in remote and rural areas, making it difficult to find candidates who are willing to relocate and who would be a good fit in the local community. The company selected HireVue's On Demand Digital Interview Platform to help source, screen and recruit candidates across geographies and time zones, and build a pipeline of great talent. With HireVue, The North West Company recruiters email a link to candidates inviting them to complete an interview from their computer or mobile device – anytime, anywhere. Recruiters and hiring managers then collaborate, rate and share candidates across teams, geographies, store locations and time zones without scheduling, phone tag or premature travel.

Results Snapshot:

After six months of using HireVue, The North West Company:

- Cut recruiting operating costs by 22 percent per hire which is a result of the virtual elimination of department travel.
- Reduced average candidate processing time by 50 percent (from 6-8 weeks to 3-4 weeks).
- Increased candidate reach by eliminating unnecessary time, travel and logistical barriers.
- Facilitated better collaboration across hiring teams and greater overall satisfaction from hiring managers and candidates.

“With HireVue, we can run consecutive recruiting campaigns across the region,

allowing interested candidates to interview anytime they see a job opening or opportunity,” said Robert Mader, senior manager of recruitment, The North West Company. “This has given us a much better, continual flow of candidates and a healthy pipeline of future talent from which to recruit – something we didn’t have before. HireVue is helping us reinvent and modernize the way we recruit talent.”

“It has been a pleasure working with The North West Company to change the face of recruiting at their organization and improve the way they attract, engage and hire new talent,” said Chip Luman, COO, HireVue. “We commend the company for generating such great results and providing an example for other visionary organizations on how they can work with HireVue to help improve and evolve their recruiting practices through digital interviewing.”

The North West Company case study is available for complimentary download at: <http://hirevue.com/customers/the-north-west-company/>.

About HireVue

HireVue is an amazing new way to interview – on demand! Users simply browse, watch, rate and share the interviews they want, on their own time – just like streaming their favorite movies – even from a smart phone. Recognized by HR Executive Magazine as a Top HR Product of 2012, HireVue’s Digital Interview Platform™ also helps improve interviews of all types, including in person, phone and video interviews. Digital question, feedback and collaboration tools remove hassle and make interviewing up to ten times faster and nine times cheaper. Join HireVue customers like Ocean Spray, Nike, Dow Jones, and Walmart who are making interviewing awesome. <http://www.hirevue.com>.

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