

# Retail: digital transformation is gaining momentum

**Dynamics, change: two key words to describe the current Retail environment, which is ever evolving. Market leader Juliëtte Welten notices that e-commerce, among others, has entered this market at a rapid pace. 'Customer experience, a higher level personalization, and the rise of touchless Retail are trends that Luke Recruitment plays into. We feature loads of knowledge of this market, which allows us to find the best Retail talent for our client.'**

## **Luke finds the right talent**

Juliëtte: 'Just like the world of logistics, in Retail you are always part of a chain and dependent on other partners. I have played field hockey at a high level for many years. As a field hockey player, you are part of a team and you work together to reach the highest possible goal. Just as in sports, when something is not right within the team or chain, you will not be going for gold. After all, you're as strong as your weakest link.' The ever changing consumer behavior asks for a renewed style of management and a different variety of

employees. Retailers who respond to this by hiring the right talent, will be the winners in the end.

## **Digital transformation**

Digital transformation in the Retail world is gaining momentum. Luke uses a transparent system and has implemented many tools to find the right candidate. By using Artificial Intelligence (AI) and machine learning, we can deploy an increasing number of digital headhunters. Juliëtte: 'We have a transparent system which allows the client to 24/7 follow our process, leading to a better customer experience. We offer candidates a suitable onboarding program to help them get started at their new job.' Through Luke, an increasing amount of planning and data analysis job openings have been filled. Competences such as a high analytical ability, and the ability to implement new developments are required for a Retail professional; someone who is passionate, and can contribute to the continual growth of a formula in an innovative manner.

# We connect people who dare to grow!

## Recruitment Power

At Luke, we call ourselves recruitment innovators. Recruitment is what we do, the role of innovator is what defines us. We're able to make this work through an incredible mix of personal attention, an extensive network of contacts, and by using the latest technologies. This combination has made us a key player in recruitment of HBO- and WO-level professionals with at least 3 years' work experience.

Luke is a true specialist. Our recruitment consultants know of the latest developments and innovations and have a complete understanding of their respective expertise. It is a cohesion of recruitment power; the essential ingredient for a sustainable match.

## Specializations

The Recruitment Experts at Luke are experienced in several markets: Agri, Food & Horti, Retail, Interim, Professional Services, IT & Innovation, Industry, Logistics and Energy.



**Juliette Welten**  
Market Manager Retail

## Functional expertise

Luke combines functional expertise with industry understanding. Consequently, we are able to find the most suitable candidate.

## Functional expertise

Supply Chain

Finance

IT

HR

Technology & Operations

Interim

Sales

Marketing

# Collaboration. How?

## A real time, transparent collaboration

Luke uses the state of the art Applicant Tracking System (ATS) with client functionalities. A unique login code lets you to access your job openings. This allows you to real time track the recruitment process including all (previous) tasks and files, ranging from resume to assessment report. You can also review candidates. By downloading the ATS-app you are always up-to-date on the recruitment process with the first results coming in within the first 48 hours.

## Advanced Machine Learning sourcingtool

How does Luke find the perfect candidate? To put it simply: by developing recruitment algorithms based on data, such as job and personality profiles, that help us find the best suitable candidate for the job. To do this, we get help from an advanced AI sourcing tool. Our consultants are continuously altering and improving the algorithm, thus helping the algorithm 'learn'. This improves your company's recruitment process, resulting in an optimal match.

## Real time transparent process

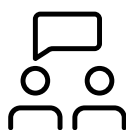
### Intake



### Recruitment



### Selection Luke



### Employer



### Placement



#### Week 1-2

- Research organization and vacancy
- Job profile with result areas and competencies
- Analyze cultural fit

#### Week 2-4

- Online publication and marketing
- Headhunting
- Deploy talent pool / database / network Luke
- Access personal & transparent platform

#### Week 4-6

- Use online assessments
- Interviews by Luke
- Check employment conditions
- Candidate profile
- Introduction at employer

#### Week 4-8

- Interviews employer
- Guiding and advising process and employment conditions

#### Week 9-10

- Candidate signs contract
- Evaluation of collaboration
- Onboarding\*

\*This process helps newly placed employees easily and quickly adapt to the social and functional context of their new job.