

# RetailWeek

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## JEWELLERY

# Signet to trial sales recruitment online

Jewellery retailer Signet plans to begin recruiting sales staff on the Internet, following the success of a similar approach to hiring store managers.

The tactic, developed with online recruiter Workthing, accounts for 20 per cent of Signet's recruitment of store management. Signet resourc-



Smart move: online hiring

ing manager Sheena MacDonald said: "We wanted to try online recruitment for a year to see if the reality lived up to the hype."

She said that the cost of online recruiting for store management has been about a third that of using an agency.

Online recruitment of sales

staff is "the next step", but the retailer is unlikely to launch the system until 2005.

"Our cost to hire for sales staff is fairly low. The real advantage to us is the convenience and the time it would save," she said.

Signet UK recruits about 2,000 sales staff a year.