



## Company:

- Worldwide leader in salons, hair-restoration centers, and education with over 11,000 worldwide locations

## Challenges:

- Create a talent pool of external and internal candidates
- Develop a systematic process for managing talent
- Reduce agency fees and time-to-hire

## Solution:

- [Authoria Recruiting™](#)

## Results:

- Regis streamlined the hiring process, including their work with agencies saving over \$500,000 in fees in 7 months
- Recruiters can now present the top candidates to hiring managers quickly and efficiently
- Regis has cut their time-to-hire in half
- Hiring managers have a database of candidates at their fingertips for future talent needs
- Recruiters and hiring managers have become strategic partners

## Regis Corporation

In today's global marketplace, traditional business weapons such as technology, financial capital, and physical resources are within reach of most competing organizations. Talent is one of the few remaining differentiators companies have to build real competitive advantage. At the same time, global competition, and the aging and narrowing workforce are challenging companies' ability to manage talent.



The U.S. Bureau of Labor Statistics forecasts a shortfall of 10 million workers by 2010, with the greatest deficit to occur in the 25-to-44 age group. These are prime working years. Development Dimensions International Inc. (DDI), reports that one-fifth of this country's large, established companies will be losing 40 percent or more of their top-level talent in the next five years as senior executives reach retirement age. To compete, employers must be able to attract, retain, and develop high-performing employees when talent is scarce.

Having the right strategy for recruitment is especially important. In their *Enterprise Talent Management Benchmark Report: Hiring Smart, Hiring Right*, the AberdeenGroup reports 50% of respondents saw themselves in a cycle of reactive, emergency-driven hiring management. But with more job openings and fewer skilled applicants than ever before, it is imperative for companies to have proactive hiring practices in place now – before they find themselves in an emergency-driven situation.

Like other forward-thinking companies, Regis Corporation – the worldwide leader in salons, hair-restoration centers, and education – understands that finding and attracting top talent is the first step in creating a superior workforce and competitive advantage. They decided to take immediate action to address their recruiting and talent management needs.

## Challenges

With over 11,000 worldwide locations, phenomenal growth and strong business performance are nothing new for Regis. This

many locations, coupled with the fact that turnover is prevalent in retail, makes time-to-fill crucial. With a manual spreadsheet-based system, time-to-hire was taking Regis up to 90 days. Being a forward-thinking company, Regis knew that to remain competitive and keep up with their constant growth, they needed to reinforce their dedication to finding and attracting top talent.

“ We have really become strategic partners with the hiring managers in filling their open positions and knowing the marketplace. Authoria has helped to automate the system and leverage our resources. ”

—Cherie Coenen, Talent Acquisition Manager  
Regis Corporation

The company created a Talent Management Department to focus exclusively on recruiting. Until then, Regis had a decentralized recruiting function and relied heavily on agencies to fill their talent gaps, which represented a considerable expense for an organization of their size and staffing demands. Regis needed a more economical and effective way to attract candidates into the system. Regis set out to create a talent pool of external and internal candidates, develop a systematic process for managing talent, and reduce agency fees and time-to-hire.

## Solution

Regis tapped into their networking contacts to see what other companies were doing about attracting talent, and who they were relying on to do it. Regis chose Authoria, the leading provider of strategic talent management solutions including Authoria Recruiting™. A key differentiator for Authoria was its full line of talent-management applications, including Authoria Performance™ and Authoria Succession™, which offered Regis the promise of integrating the recruiting function with other essential people-focused activities.

## Results

With a smooth, 75-day implementation of Authoria Recruiting, Regis was quickly on its way to executing a more strategic approach to recruiting. A month after “going live” with the implementation, Regis was already seeing results. They have streamlined the hiring process, including their work with agencies. Regis has saved over \$500,000 in fees over the last 7 months and their goal is to reduce that cost by another 65%.

The administrative work of the hiring manager has been significantly decreased: today, hiring managers simply create the job requisition, and it goes right to the lead recruiter. Recruiters now have the ability to pre-screen candidates before they even look at their resumes, so they can then present the top candidates to the hiring manager quickly and efficiently.

“Time-to-hire was dramatically impacted,” said Cherie Coenen, Talent Acquisition

Manager, Regis Corporation. “With manual systems it took up to 90 days to hire, now the hiring managers have candidates at their fingertips and they have a database of candidates for future positions.”

A key benefit of automating Regis’ recruiting function has been the creation of a private “talent pool” of both external and internal candidates. Often, candidates emerge who are clearly desirable and interested in the company, but who may not be the best fit for a current opening – especially if it’s a niche position requiring special skills. By periodically engaging with these candidates, and informing them when appropriate opportunities arise, Regis saves time and expense in future searches. The company has also created a formal process for internal candidates, many of whom have expressed interest in open positions.

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Authoria Recruiting enables your staffing team to drive competitive advantage into the organization by consistently delivering higher quality candidates, who perform demonstrably better as employees through a consistent, cost-effective and satisfying recruiting process. Authoria Recruiting, one of the most widely used recruiting solutions on the market, helps our customers manage their private talent pools totaling over 10 million candidates.

What’s next for Regis? The company’s VP of Finance has a vision of attracting the best talent, recruiting the right talent, and then managing and retaining that talent. With the upcoming implementation of Authoria Performance and Authoria Succession, Regis’ managers will soon be able to:

- track and measure the success of new hires;
- identify promising employees and develop them for key positions; and
- match specific openings with the best-suited candidates from the internal or external “talent pool.”

Using Authoria’s solutions to manage their talent all the way through its life cycle – from pre-hire to retire – Regis Corporation is able to keep up with the needs of a fast-growing company.

**Call 877.422.1114 or visit [authoria.com](http://authoria.com) for product demos and more.**



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