



About Whole Foods Market

Ranked year after year as one of FORTUNE™ Magazine's "100 Best Companies to Work For," Whole Foods Market (NASDAQ:WFMI) is the world's leader in natural and organic foods with more than 270 stores in North America and the United Kingdom. Whole Food's 54,000 members are all focused on the motto "Whole Foods, Whole People, Whole Planet," emphasizing that their vision reaches beyond food retailing, that their deepest purpose as an organization is helping support the health, well-being, and healing of people, including customers, team members, and business organizations in general, and the planet.



The Client

Founded in 1980 in Austin, Texas, Whole Foods Market is the leading natural and organic foods supermarket, America's first national certified organic grocer, and was named "America's Healthiest Grocery Store" in 2008 by *Health* magazine

The Challenges

Because of Whole Foods Market's passion for a healthy planet, coupled with its corporate culture that values a self-directed and decentralized work environment, the challenge was to find a way to conscientiously and effectively reach potential employees at a local level. Recognizing that some prospective team members might not have access to the internet at home, Whole Foods Market was looking for a cost effective way to provide those without internet access information on Whole Foods careers as well as a convenient place to search and apply for local opportunities.

The Solution

Already taking advantage of the iCIMS Talent Platform to manage the company's online Talent Acquisition efforts, and enjoying the benefits of reduced paper processes, localized recruiting workflows, and global customer support for their growing network of stores, Whole Foods Market decided to enlist iCIMS' partner DynaTouch to deploy Kiosks across all of the company's Pacific Northwest locations. These JobSeeker Kiosks offer career information, the ability to search for job opportunities, information about upcoming Job Fairs, and a streamlined online job application fully integrated with the iCIMS Talent Platform.



Number of Employees
Over 54,000 in the United States and United Kingdom.

Challenges

- Highly localized management and recruiting processes
- Desire to reach out to potential talent that share Whole Foods' passion for healthy food and healthy living
- Inability to reach potential team members who do not have computer or internet access

Key Benefits

- JobSeeker Kiosks installed across Whole Foods Market's many locations, offering career and company information, and a paperless application process
- Full integration between in-store Kiosks and the iCIMS Talent Platform, feeding job applications directly into the applicant workflow
- A local portal connecting Whole Foods Market to the communities it serves, fulfilling its vision of helping support the health, well-being, and healing of both people, and the planet

Results



User friendly main menu screens offer job seekers the ability to search for jobs, learn about careers with Whole Foods, and submit their application on the spot.

Since their introduction, the in-store Kiosks have handled over 8.4% of the applications received by Whole Foods Markets in the region where they were deployed. Additionally, the Kiosks have served as a valuable source for company and career information and branding, with close to 9000 sessions on the machines recorded in the first year since their installation. For Whole Foods Market, the partnership between iCIMS and DynaTouch has translated into a highly visible, in-store resource for building linkages between the stores and the local communities that they serve.

Fully Branded DynaTouch JobSeeker kiosks seamlessly integrated with the iCIMS Talent Platform