



Southeastern Grocers Consolidates Candidate and Employee Communications on One Platform

Southeastern Grocers is one of the nation's largest supermarket companies, operating BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie, all beloved regional brands with deep neighborhood ties and locally sourced high-quality, fresh produce.

Hiring talent from its local customer base, Southeastern Grocers needed an efficient way to reach and stay in touch with job seekers and its 45,000 associate employees.

iCIMS has worked with Southeastern Grocers to find, hire, and onboard staff since 2015. However, because emails are not checked nearly as frequently as text messages today, Southeastern Grocers once more turned to iCIMS to help revolutionize how they communicate with employees and candidates.

“Without being able to verify phone numbers through iCIMS before a disaster strikes, we would have a very hard time getting in touch with all 45,000 of our employees if needed.”

iCIMS helps Southeastern Grocers:

- **Effectively engage employees** with personalized text messages, increasing employee engagement, and response.
- **Send follow-up text reminders** to complete time-sensitive onboarding tasks, such as drug screens, thereby helping new hires get ramped up quickly.
- **Collect, update, and verify employees' information** each quarter for open-enrollment elections, W-2 form submissions and insurance and benefit updates.
- **Text message employees and offer assistance** without the use of additional software or mobile applications in the event of an emergency, such as a hurricane, that forces store closings.
- **Empower candidates to interact with a live chat solution** and ask a recruiting chatbot questions, which is a much easier way to get information and apply than scrolling through various websites or calling a help center.
- **Provide an easier user-experience** within its talent acquisition platform for recruiters and hiring managers.

At a Glance

INDUSTRY:

Retail & Grocery

HEADQUARTERS:

Jacksonville, FL

NUMBER OF EMPLOYEES:

45,000

iCIMS CLIENT SINCE:

2015

iCIMS PRODUCTS:

Applicant Tracking, Text Engagement, AI & ML, and Onboarding

PREVIOUS TALENT ACQUISITION SOLUTION:

Oracle Taleo