

Case Study

Southeastern Grocers, Inc. (SEG)

Customer Profile

Southeastern Grocers, Inc. (SEG) is one of the largest conventional supermarket companies in the US. SEG has been serving its dedicated customers of the Southeast for nearly 100 years. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers.

Key Highlights

As a retailer with industry-specific needs, SEG was looking for a screening provider who would help resolve issues that hampered their hiring cycle. Sterling offered a seamless integration with iCIMS, while providing a faster turnaround time through Sterling's automated and touch-less screening process. Sterling's advanced technology ensures timely and relevant delivery, backed by industry-leading expertise on best practices, an understanding of the current competitive landscape and the importance of a positive candidate experience.

Business Challenges

Slow turnaround time, dated applicant experience and limited reporting of performance metrics were some of SEG's key challenges. The talent acquisition team at SEG was looking for a reliable background screening provider to address these issues and provide a solution to quickly screen, hire and send out their candidates in the field. Due to lengthy turnaround time, limited support and non-availability of reports from their previous screening provider, they lost several candidates and faced major delays in the hiring process even when offers were accepted.



About

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the US. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina.

Industry: Retail (Grocery)

Location: : Jacksonville, FL

Associates: 45,000+

Number of locations: 551

Key Features

- Faster turnaround time
- Seamless integration with iCIMS
- Real-time and in-depth screening performance reports
- Dedicated customer success team

Solution

Improving turnaround time was a priority for Southeastern Grocers when they partnered with Sterling in 2016. In addition, a truly seamless integration experience with their ATS solution partner was a key requirement. We worked to create a seamless and agile integration with iCIMS, by customizing a 360-degree view of their screening program.

Results

Since implementation of their first background screening order in April of 2017, Southeastern Grocers' turnaround time was reduced by 37%, with 81% of all orders processed through automation. This was coupled with a 26% increase in reports, giving immediate results in their background screening program and access to a robust and real-time reporting system. Consequently, SEG issues a five-day promise to all candidates from the time they extend the offer to the time the candidate can start in stores. The Sterling team works every day towards achieving this promise. We see an average turnaround time of just over 1 business day which includes a robust background screening package that includes drug testing.



Sterling is proud to partner with iCIMS, the leading talent acquisition solutions provider. The two offer scalable solutions that are backed by award-winning service.



We just recently hit our two-year mark of using Sterling for background and drug testing...we couldn't be happier with our decision to use Sterling. The integration with iCIMS has exceeded our expectations. I'm excited to see all the changes and growth that Sterling has been through in the past few years and we are fortunate to have been a part of the journey. Looking forward to more changes and the continued evolution of their services and technology.

- Randy Schaublins
Senior Director, HR Technology & Analytics