



NOBU HOTEL

LONDON PORTMAN SQUARE

CASE STUDY

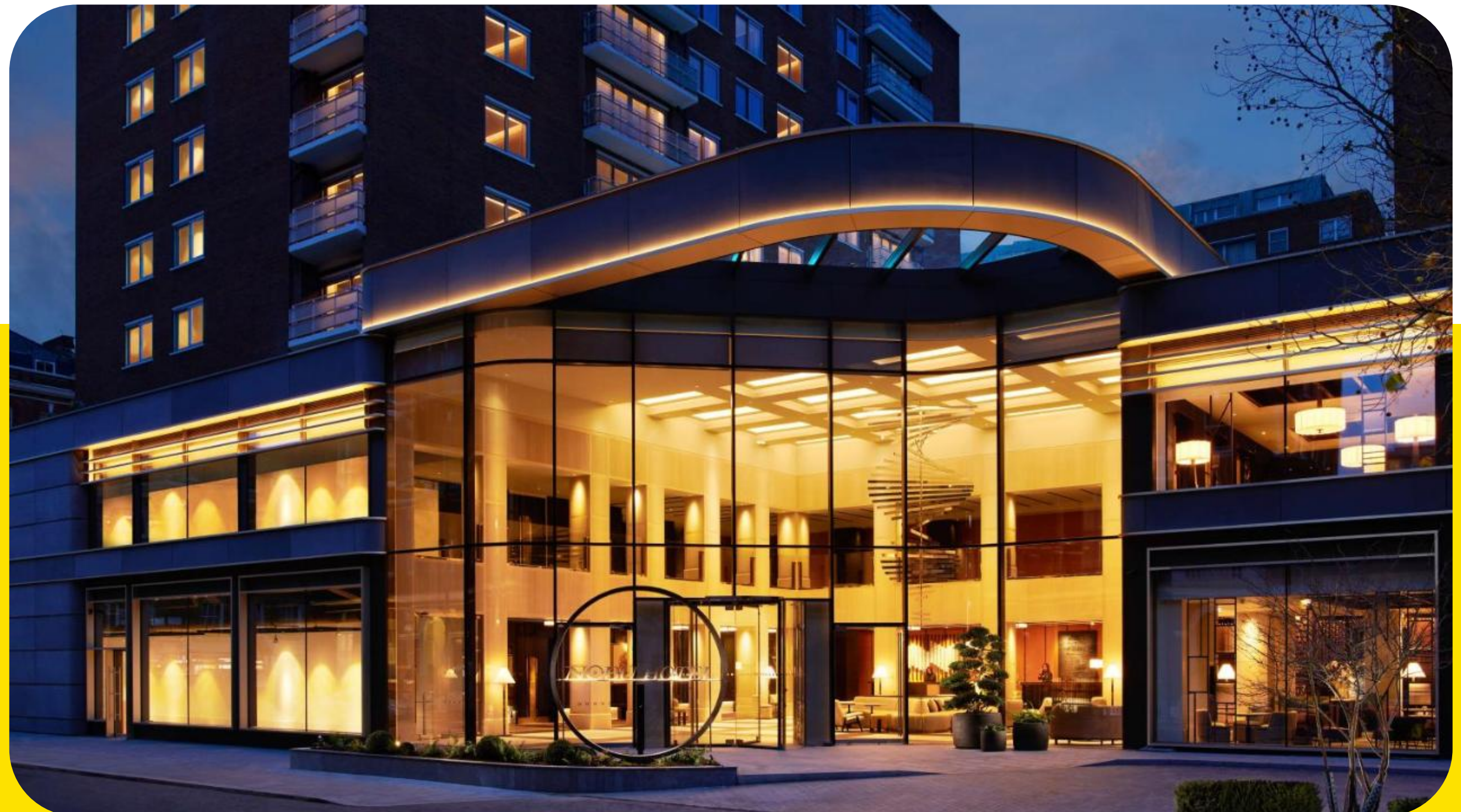
By Placed App



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LONDON PORTMAN SQUARE



Nobu Hotel, London Portman Square

Client

Nobu Hotel London Portman Square is a luxury lifestyle hotel located in central London's trendy Marylebone area. Under the umbrella of the rapidly growing Nobu brand, the Portman Square property features 249 guest rooms and suites, fine dining experiences, premier event spaces and Nobu's first ever Reformer Pilates Studio.

Erica Clark, Talent and Development Manager at Nobu Hotel Portman Square, said: "The biggest part of my role is the recruiting: defining the strategy, finding the right talent, identifying talent pipelines, but also how we see people progressing within the business, noting who is a star performer or someone to watch out for and putting plans in place for their career progression – ideally within this property."

Challenge

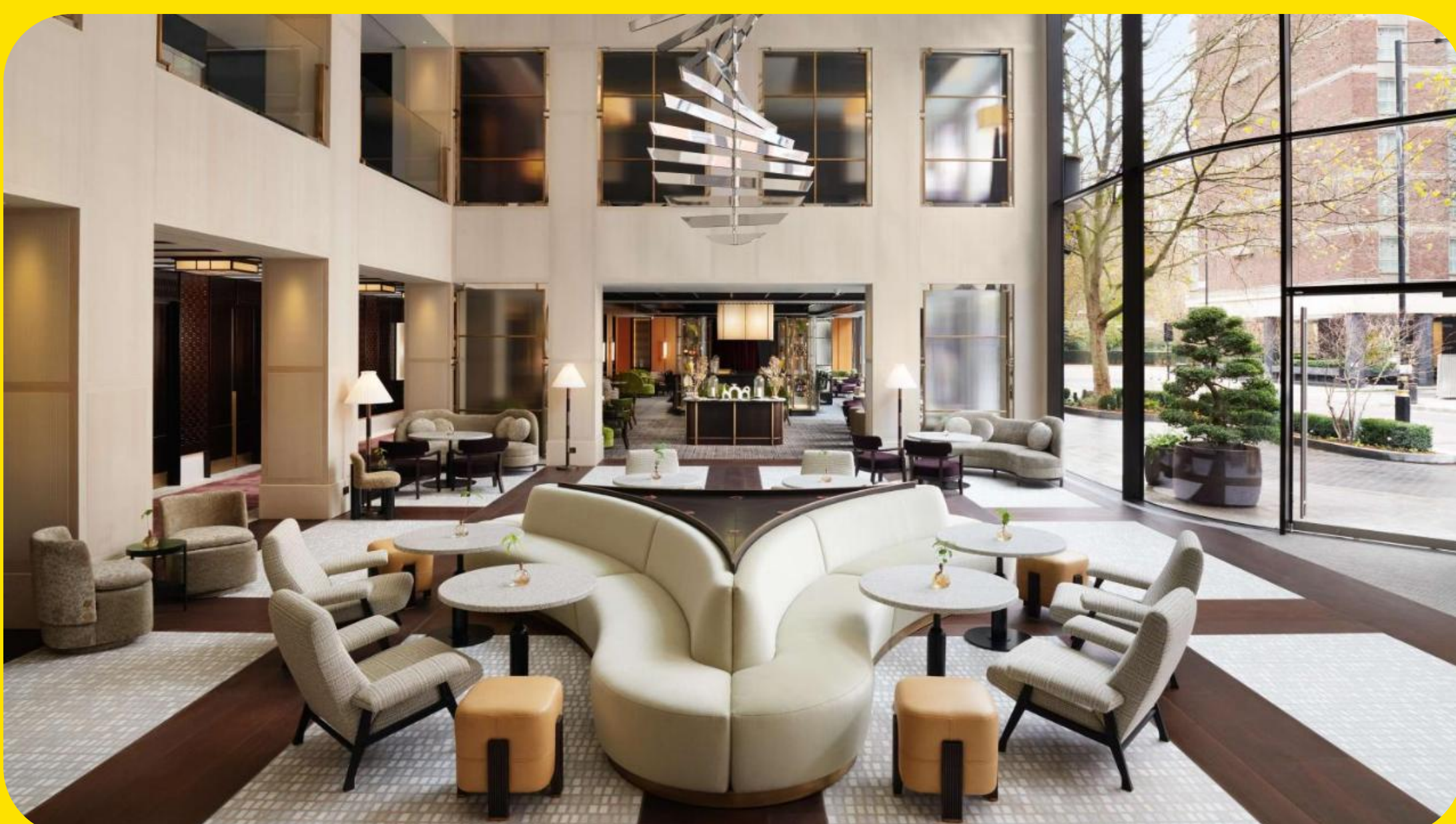
The hotel industry has not been immune to Brexit and the pandemic's impacts on the workforce. For Nobu Hotel Portman Square, the challenges have been finding the right type of candidate for their food and beverage (F&B) roles, and ensuring that candidates are aligned with the demands of the job.

“A big challenge was the volume of applicants, purely because of what’s been happening over the last couple of years, but also finding people looking for full-time work. I’ve noticed there’s quite a big shift at the moment with a lot of people looking for part-time work,” said Erica Clark.

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“The main challenge is getting people in, to do the trial shifts. It’s all good and well setting up and arranging calls. But if you’ve got telephone interviews booked in and trials set up, **having people not show up for the calls or trials can be frustrating.** Because we are really ramping up with how busy we are, it puts a strain on all our other employees. It can have quite a detrimental effect.” – *Erica Clark, Talent and Development Manager at Nobu Hotel Portman Square*

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Lobby, Nobu Hotel London Portman Square

Restaurant, Nobu Hotel London Portman Square





Lounge, Nobu Hotel London Portman Square

Bar, Nobu Hotel London Portman Square



Our Strategy

Hiring people that are not aligned to an employer's ethos or values or whose job aspirations are irreconcilably different from what was hoped will inevitably contribute to a high churn rate. However, this challenge highlights that if there were a better system for matching candidates to employers that share the same values systems and are supportive of career aspirations, then the churn rate will markedly reduce.

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“When making my decision, a big selling point for Placed was the look of the interface from a potential applicant's point of view. It is interactive, it's easy to use and there's a lot to see. The profile building is helpful for the candidate, and for myself too. Also Placed were able to show me promising statistics of vacancies they have been able to fill through their talent pipeline,” - Erica Clark.

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“Candidate insights is what I mainly look at when I'm reviewing people's profiles. It's useful to see personality attributes that they've listed, key skill sets and what they see the role as being... It gives me more insight before picking up the phone and giving them a call,” said Erica.

Results

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“Over the last two months, we’ve provided access to hiring managers to use the Placed App. We had made eight offers, we had seven people start, and we have six people with us currently. All of them are F&B and 90% are for Nobu Restaurant & Bar... I’ve observed that the more hiring managers who have access to the account, the better,” - *Erica Clark*.

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“The real value of Placed App has been in two parts. One is obviously the hires. From the volume of candidates coming through, we get a lot of traction from Placed and there’s a lot of new people looking to enter the workforce for the first time, which is great. It’s all about attitude and personality, so that volume is what we need...With Placed App, we’re targeting and contacting those candidates much more quickly. That’s definitely been a big improvement, in making sure we’re not missing out on anyone,” she said.

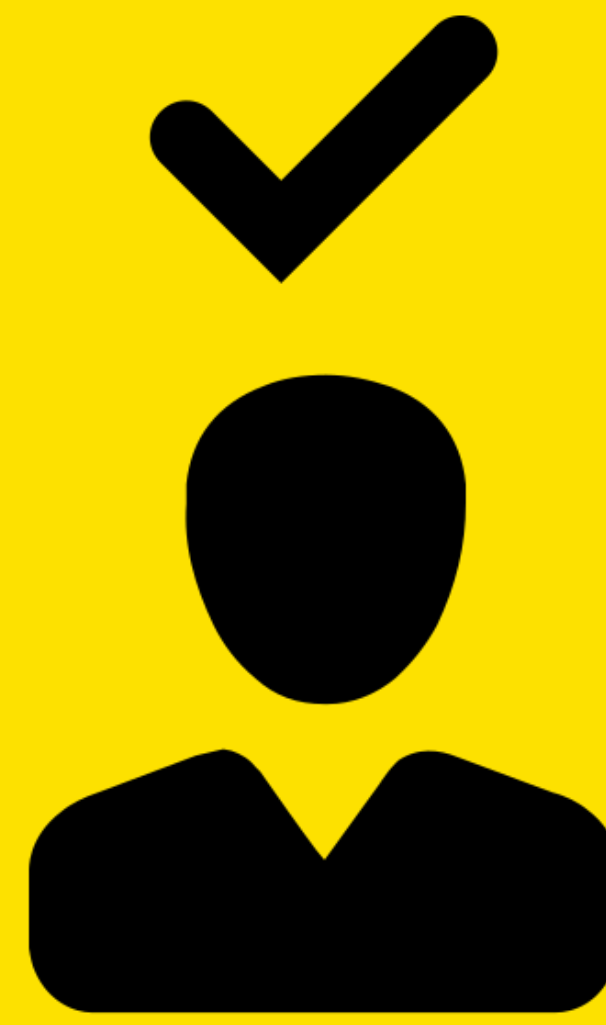
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“The additional value from Placed App is the social media aspect and the kind of **bespoke content** that the Placed App team came in and created. I think it’s given us really **good visibility** because at the end of the day, most people are on their phones – that’s how they’re looking for work, that’s how they want to apply for jobs and they want it to be smooth and easy. We’ve had some really nice content pieces created – not just on the blog, but the interviews that [Placed App] have done for us have been fantastic in presenting our employer brand & values.” - *Erica Clark*.

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**8 offers
extended in 8
weeks**



**6 new hires
within F&B in
just 8 weeks**

Conclusion

Placed App enabled Nobu Hotel Portman Square to focus their recruitment efforts toward better suited candidates, empowering them to extend offers in a challenging hiring market at a rate of about **one offer per week**. Placed App delivered a better user experience and return on investment than other platforms.

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“Yes, we’re here to make hires, but we also like the **visibility that the brand gets on Placed App**, so that is a big draw for us. Also, seeing other top brands, restaurants and hotels using smart tech that Placed offers is empowering when working collaboratively, so I do like the fact that a lot of brands that I would put in our comp set are also using Placed,” - *Erica Clark*

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Erica said: “For businesses that might be struggling for the volume of candidates or that want to tap into the new workforce coming through, who can offer training and aren’t afraid to invest in people, I think Placed App would be a great fit.”

“If you have a fairly decent sized recruitment team, where you can target the matches as well - I think Placed App would be really beneficial.”