

Serving Up Success:



How GMZ helped Domino's Pizza Group create the perfect talent recipe.

Hey there, pizza lovers! Grab a slice and let's chat about how we teamed up with Domino's Pizza Group to cook up a storm in their talent kitchen. It all started in late October 2023 when the HR Director called us in to deliver a [GMZ Diagnostic](#). Talk about a tasty project!

Ingredients check: Our GMZ Diagnostic

First things first, we needed to check out all the ingredients in Dominos' talent pantry. Here's how we sized up the situation:

- Got the existing talent and HR team to track their daily operations (like timing how long it takes to knead the perfect dough).
- Pored over their manual data trackers (the recipe cards of recruitment, if you will).
- Reviewed two years of recruitment spending (gotta know where all the dough is going!).
- Had a good old chat with the head chefs (senior stakeholders) about their satisfaction with the current recruitment services.
- Checked out how Domino's looked as an employer, both in-house and to potential new team members (like reviewing the restaurant's curb appeal).

What we found in the talent kitchen

After our thorough inspection, here's what we uncovered:

- A whopping £3.9m that could be saved or reinvested (that's a lot of pizza!).
- £632k potential savings just in talent acquisition, with £358k that could be saved or reinvested by tweaking daily operations.
- A chance to save £240k on temp-to-perm and agency fees.

Serving Up Success:



Our 3-Year Menu for Success

We cooked up a 3-year plan to help Domino's serve up some serious talent success. Here's what we put on the menu:

1. Whip up a strategic workforce planning recipe.
2. Design a new target operating model (like upgrading from a regular oven to a state-of-the-art pizza oven).
3. Create a Talent Acquisition Centre of Excellence (think of it as the perfect prep station).
4. Expand talent communities (building a loyal customer base, but for potential hires).
5. Spice up skills-based hiring and assessment practices.
6. Strengthen the leadership recipe and succession planning.
7. Boost internal mobility and alumni engagement (because sometimes the best ingredients are already in your pantry).
8. Cut down on external agency orders.

Time to Start Cooking!

Dominos must have loved our recipe, because in February 2024, they asked us to help them start prepping, through [GMZ Consult](#). Here's what we've been cooking up:

- Getting their new applicant tracking system (eploy) ready to roll.
- Crafting a workforce plan that covers all types of hires (like creating the perfect menu for every type of customer).
- Using our secret sauce - [CultureTrak](#) - to discover and design a new employer brand and employee value proposition.

That's right, we've brought out the big guns with [CultureTrak](#), our proprietary software. It's like having a master chef in your kitchen, helping you create the perfect blend of flavours for your employer brand.

With [CultureTrak](#), we're not just guessing what potential employees want - we're gathering real-time insights to help Dominos become the employer everyone's craving to work for.

Serving Up Success:



The Proof is in the Pizza

In just 5 months, we've helped Domino's achieve some pretty tasty results:

- Sliced agency hires by 75%.
- Beefed up direct hires by 50%.
- Reduced temp-to-perm by 42% compared to last year.

All this has resulted in a mouth-watering £232k cost saving in 6 months, and we're on track to deliver over £400k by the end of our work together. Now that's what we call a successful recipe!

And the best part? With [CultureTrak](#) in their toolkit, Dominos is set to keep delivering top-notch talent experiences for years to come. It's like they've upgraded from a regular pizza oven to a high-tech one that knows exactly how to cook each pizza to perfection!

So, fancy giving your talent strategy the [GMZ](#) special treatment, complete with our CultureTrak secret sauce? Let's grab a slice and chat about how we can help you cook up an amazing team. We promise to keep things fresh, fun, and free from unnecessary corporate toppings! [Contact us today!](#)