

HRchitect Transforms Applicant Tracking & Recruitment at Gelson's Markets

CLIENT BACKGROUND

Gelson's Markets, founded in 1951 to provide consumers with an extraordinary grocery experience, is recognized as one of the nation's premier supermarket chains. Each of the company's locations is singularly known as the area's best market for superior produce, with the highest quality meat and seafood, an unmatched selection of liquor, and exceptional service. With a consistent focus on quality, the grocery chain has established a reputation for excellence in the retail grocery industry. Today, Gelson's Markets operates over 34 stores across California, employing more than 2,200 employees.

THE CHALLENGE

Gelson's Markets faced significant inefficiencies with their previous Applicant Tracking and Recruitment system. The system was costly, did not integrate well with their existing UKG Pro system, and relied heavily on manual processes and paper applications. These challenges resulted in a cumbersome hiring process and significant administrative overhead.

CLIENT PROFILE

- Higher-end grocery store chain
- Headquartered in California, with 34 locations
- 2,200+ employees
- Chose HRchitect to help implement applicant tracking and recruiting within UKG

WHY HRCHITECT?

- 5x winner – UKG Partner of the Year
- Hundreds of UKG clients – see what more than 275 clients have to say about us on Raven Intelligence
- Senior consultants; over 50% are former HR practitioners

THE PROJECT

Although Gelson's Markets was in the process of migrating their Dimensions HCM system to UKG Pro, their immediate need was for the implementation of an Applicant Tracking and Recruitment system to help lower costs and save time, as problems which their current system exacerbated. To address these challenges, Gelson's Markets sought to implement UKG's applicant tracking and recruiting modules. Initially, Gelson's Markets opted to handle the implementation with another firm to save money. However, the implementation process with the other vendor lacked continuity and clear ownership, resulting in setbacks and frustration.

After six months of challenges with the other vendor, Gelson's brought in HRchitect to solve the setbacks of the original implementation and begin facilitating a smooth transition to their new system.

KEY BENEFITS

- Streamlined hiring process through the elimination of manual data entry and paper applications
- Significant cost savings through efficient, in-house management of recruitment
- Reduced time-to-hire for new candidates



**HRchitect Implements UKG
Recruiting for Gelson's Markets**



THE RESULTS

HRchitect's UKG implementation consulting team led a successful implementation of recruiting, which included job requisition approval process workflows, applicant checklists, applicant communication templates, applicant questionnaires, and custom forms.

UKG Partner

The project was a resounding success, with Gelson's Markets fully adopting their new system and processes, as their HR team joyfully moved away from manual entries and paper applications. The new hire process was moved online, leveraging applicant profiles to automate workflows and enhance efficiency, which significantly reduced costs and time for hiring new candidates. The HR team became proficient with the new UKG recruiting module, resulting in extremely positive feedback. The implementation was completed on time and within budget, and Gelson's Markets has elected to continue to partner with HRchitect for day-to-day UKG support.

Additionally, Gelson's Markets also gave HRchitect a 5 out of 5-star rating on Raven Intelligence, noting HRchitect as a trusted partner in their HR technology journey with the UKG platform.



To learn more about HRchitect's services or request a consultation, [click here](#)

