

CASE STUDY: RETAIL CHAIN



**PLANET TECHNOLOGY RECRUITS NEW
DIGITAL TEAM FOR NATIONAL BRAND**

OVERVIEW

The client is a retail chain operating hundreds of department stores across the US. To keep pace with market trends and consumer habits, the organization embarked on a wholesale digital transformation effort to meet their evolving customer needs.

KEY CHALLENGE

The organization sought to build out an in-house digital growth enablement team to help transform their business. Filling these roles quickly was critical to 2023 business objectives, needing to successfully fill them within 90 days.

The client's internal recruitment teams found it difficult to compete and secure the talent necessary for these positions. They determined that they would need the assistance of a staffing partner with expertise in the marketing and creative space.

SOLUTION

Having previously partnered with Planet Technology's Enterprise division, the client decided to engage the firm's Creative and Digital practice to fill these essential roles. With the client's 90-day hiring window rapidly coming to a close, Planet's recruiters immediately set out to staff the open positions.

Planet Technology sourced and prescreened talent to present to the client. In order to compete for the best of the best, Planet's recruiters strongly sold the opportunity to candidates as a chance to be a part of a digital transformation project at a nationally recognized company.

Utilizing their extensive network and market expertise, The Creative and Digital team filled all six of the client's jobs within the hiring timeline.

Specific roles included:



**SR. MANAGERS,
CUSTOMER MARKETING STRATEGISTS**



CUSTOMER ANALYSTS



LOYALTY ENGAGEMENT ANALYSTS

RESULTS

The client now has the necessary personnel to carry out their digital transformation initiatives, an ongoing effort for 2023. Planet Technology continues to support the client with staff augmentation across a range of practice areas, including Creative and Digital and Enterprise Technology.



Planet Technology, part of The Planet Group, is an award-winning Technology search and staffing firm. Our Creative & Digital division delivers creative, digital and marketing experts and project solutions across a wide variety of industries. We build genuine, long-term relationships with our customers and contractors that go beyond a simple transaction.