SparcStart

Attracting More Quality Candidates to a Regional Grocery Chain

AT A GLANCE

CHALLENGES

- Unqualified candidates often apply without a sense of the job resulting in many candidates not making it past screening
- Their 90-day retention was already solid, but every departure still carries real recruiting time and cost
- Text-only postings made it harder to stand out in a crowded local hiring market

OUTCOMES

- 31% more applicants cleared screening, more quality applicants entering the funnel
- 10+ point jump in 90-day retention
- No drop in offer acceptance or first-day attendence
- Job descriptions become humanized and stand out from competitors



SITUATION

Grocery retailers compete for the same pool of hourly talent in every community, and the industry has a well-known pattern: candidates apply broadly, often without a clear sense of what a specific shift or role actually involves, and turnover runs high as a result.

This regional grocery chain wasn't facing a crisis. The chain's 90-day retention was already solid, it had a solid percentage of applicants moving past the screening round and its postings listed pay, hours, and responsibilities clearly. But even a strong retention rate carries real cost every time an employee leaves; recruiting time, onboarding investment, and a shift that needs covering in the meantime. Similarly, any increase in the number of applicants who are qualified and moving past the screening phase saves recruiters time and increases the efficiency of their interaction with candidates. And with most grocery postings looking and reading the same, standing out to the right candidates was only getting harder. Rather than wait for a problem to force their hand, they wanted to get ahead of it and see whether video could help their postings stand out and their hires stick.

ACTION

The grocery chain added a short employee video directly to the job posting for four in-store roles: Grocery Clerk, Bakery Clerk, Cashier, and Service Clerk. Employees recorded an informal, unscripted clip on a phone, giving candidates a real look at the role and the team before they applied.

Five comparable roles, Frozen Food/Dairy Clerk, Deli Clerk, Deli/Kitchen Clerk, Kitchen Clerk, and Night Crew Clerk, ran with their standard, text-only posting over the same stretch, from April through October 2025, giving a clear side-by-side read on video's impact.

RESULTS

The results showed that even an already solid hiring process had room to improve. Video roles pulled in a stronger, better-matched pool of applicants: 31% more candidates cleared the qualification screening. The candidate pipeline qualification rate grew by nearly a third. This saves recruiters precious time and effort on applicants who are unqualified, and means greater yield for their recruitment efforts.

The bigger story showed up 90 days later: a gain of more than 10 percentage points in 90-day retention. Out of every 100 hires, 10 more would stay on after 90 days if they saw a hiring manager video. This is meaningful given the real cost tied to every departure.