

Beat: Business

## THE ETAM GROUP LAUNCHES ITS TINDER EMPLOYMENT APP FOR HIS HOSTESSES

### ETAM, 123 & UNDIZ BRANDS

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**USPA NEWS** - A major player in the lingerie and ready-to-wear market in France with its brands Etam, 1.2.3 and Undiz, the ETAM Group is announcing the national launch of its new employment app: SquadSHIFT. Unique and playful, it allows to match its 1570 hostesses of sales with offers of part-time missions available last minutes in stores, whatever the sign.

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#### AN INTERNAL APPLIANCE, EMPLOYMENT SEARCH ENGINE IN ITS THREE BRANDS, UNIQUE!-----

The ETAM Group has decided to share its talents on a part-time basis with all its brands (Etam, 1.2.3 and Undiz) throughout France, thus satisfying all store needs. With this app, thought and developed internally, the Group offers a real plus:

- Missions and therefore additional hours for her part-time hostesses, who wish to complete their job-time according to their desires, desires, availability and obtain a higher remuneration.-----
- Competent reinforcements available to store managers in the event of peaks in activity or unexpected absences.

On SquadSHIFT, the hostess indicates her availabilities, receives offers of missions corresponding to her profile and geolocation or consults in real time the missions available around her. If it is interested in one of them, it validates it with a click and receives a notification by mail and sms. Playful, easy and effective.-----

"Rather than seeking complementary hours elsewhere, the hostesses concerned can now choose real-time and geolocated missions within the Group to complete their contract. It is also a way of energizing their journey and adding professional experiences in other brands;" Said Caroline Bour, Mission Director of the ETAM Group.

#### A NEEDED DETECTION ON THE GROUND, A SPIRIT ENTREPREUNARIAL-----

The app is now available in the Group's 600 stores. Deployed in Île-de-France since April 2017 in 160 stores, SquadSHIFT quickly became a great success. Proof ? An adoption rate of 92% by stores, 338 missions posted and an average of 4 matches per week. Very encouraging figures convinced the Group to make the application available to its 1,570 part-time hostesses throughout France. After a field trip to Nice, we detected with the part-time hostesses a real desire to make more hours and of course with our store managers, the interest of having experienced support of last minute to deal with peaks of activities.

But we had the means to propose missions available in our other brands, it was only missing the tool to put them in relation. We then benchmarked the paramedical and restoration sectors, which had constraints close to ours. The idea of "an application inspired by "Tinder" appeared to us as the ideal solution in terms of use. The project seduced Laurent Milchior, the CEO of the Group, by his audacity. We therefore dedicated a volunteer team, made up of 5 Group employees, from the IT, Compta, HR, Com and Legal departments. 7 months later, in March 2017, the project was finalized, presented to the managers of all brands, and deployed on a pilot in Ile-de-France. SquadSHIFT is above all an entrepreneurial story, demonstrating once again that within the ETAM Group, a good idea can come true! Source : Etam

#### Article online:

<https://www.uspa24.com/bericht-12223/the-etam-group-launches-its-tinder-employment-app-for-his-hostesses.html>

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