

SUCCESS STORY.

Analysis of human resources - consulting and recruitment



«The analysis forms the foundation for the entire development and change process.»

Our client

The Franz AG (Franz), a well-known car dealership in the Zurich area, celebrated its 110th year of corporate history in 2023. With 6 locations in Zurich, Winterthur, and Glarus, Franz represents the car brands VW, Skoda, Peugeot, and Volvo. They sell used cars of all brands and, in addition to workshop operations at each location, operate one of the most modern and largest car salons. Franz employs 240 staff, including 40 apprentices. «The analysis forms the foundation in the entire development and change process.

Initial situation / requirements

Franz was looking for a partner for the HR department who could provide both strategic and operational support in recruiting new employees. The goal was also to reduce Franz's turnover rate. From Franz's perspective, too many talents were leaving the company each year, resulting in high costs for filling the corresponding positions.

The HR department was weakened by the departure of the long-term HR manager and needed to be more strategically developed over the past few years. Some HR processes needed to be more modern.

The focus now was on modernizing, optimizing, and digitizing the HR department and supporting Franz in recruiting new employees amid the current high demand.

Objective

For Franz, it was crucial that the chosen partner could not only find suitable employees but was also willing to actively assist in implementing the new strategic direction of the HR department.

This involved engaging and relieving the responsible employees in the organization. The goal was also to place more emphasis on the quality and suitability of candidates for Franz, ensuring alignment with the task and the environment. The aim was to move away from simply choosing the «first available» candidate and instead consciously evaluating which candidate best fit with Franz.

Above all, the objective was to reduce the turnover rate. The fewer employees the company lost, the less need there was for recruitment. The loss of know-how needed to be contained.

Why Bosshard & Partner

Thanks to their extensive experience and competence in recruitment and HR management, Bosshard & Partner was the ideal partner for Franz. It was also very helpful that employees from Bosshard & Partner were familiar with the automotive business.

Overall, Franz sought a flexible and tailored service that provided access to professional and readily available personnel resources according to their requirements and needs.

Customer benefits

Bosshard & Partner quickly assisted Franz in alleviating the highly strained personnel shortage. With the appointment of the new HR manager, competent leadership for the vacant HR department was once again ensured.

Procedure

In the initial phase, the challenges faced by Franz were analyzed by a small interdisciplinary management team. The following issues were identified:

1. No HR Manager - HR department without leadership
2. Recruitment - lack of employees, insufficient applications, no active sourcing, no quality assurance
3. Processes - overly complex processes, too many media breaks, error-prone, long processing times, almost no digitization
4. Employee retention - insufficient attention
5. Employer Branding - nearly non-existent

Points 1 and 2 were taken over by Bosshard & Partner. After successfully filling the HR position, Bosshard & Partner recruited up to 3 new employees per month for Franz. This included using their expertise to proactively approach potential candidates (active sourcing). The line managers at Franz AG were significantly relieved because the chaff could be separated from the wheat in advance, and Franz only received the «top shots» for selection.

For points 3 to 5, Bosshard & Partner actively assisted in the development of the corresponding concepts.



<<We appreciate Bosshard & Partner for not only providing advisory support but also actively assisting in the search for new employees. Bosshard & Partner has made a significant contribution to the revitalization of Franz's HR department.>>

Michel Tschanz
CEO Franz AG