



Malmaison and Hotel Du Vin case study

Find out how Malmaison and Hotel Du Vin was able to reach an **89% shift fulfilment rate** with Indeed Flex

The background

Malmaison and Hotel Du Vin are a collection of 36 boutique hotels located across the UK. Iconically positioned as the first restaurant with rooms, they are a place for excellent fine dining and service that truly wow's their guests.

Malmaison and Hotel du Vin are proud to be part of the Fraser Hospitality Group, a truly global business with properties located in key destinations around the world.

"Malmaison and Hotel Du Vin doesn't offer zero-hour contracts, which restricts flexibility when footfall fluctuates. Following a natural attrition of vacancies, we decided to use a flexible, temporary workforce strategy. We intended for temporary workers to make up 15-20% of the entry-level team member workforce."

– Ben Gabbitas, Head of Onboarding and Recruitment.

Why did Malmaison and Hotel Du Vin seek out Indeed Flex?

With a people-first approach to staffing, Malmaison and Hotel Du Vin are passionate about investing in and supporting its employees. By becoming an Indeed Flex partner, they have been able to continue to achieve their business objectives in a way that suits them.



The Malmaison and Hotel Du Vin and Indeed Flex's partnership journey

Since the partnership began in 2019, there have been many successes.

1. Staff retention

The challenge

- With the combination of Brexit and the pandemic, Malmaison and Hotel Du Vin **lost a number of staff members**. This put immense **strain on the internal workers** to keep up with the amount of work, and the organization knew they had to act to avoid staff burnout or turnover.

The solution

By offering **instant access to highly motivated, quality workers on-demand**, Indeed Flex were able to deliver the support needed. Flexers took on the roles that required less training, meaning the internal staff had more capacity to focus on standards and the client experience.

What did this mean for the internal staff?

- More support in day-to-day tasks
- More investment in internal training
- The client experience remained excellent
- Less chance of burnout
- Better financial benefits

“The core team was a smaller team; we could invest more time and training into them – so they could deliver a better service to our guests.”





The housekeeper shortage

When they reopened last year, there was a shortage of housekeepers. By bringing in Flexers to do the laborious tasks, Malmaison and Hotel Du Vin could use their internal staff to check standards. This meant more work could be done quickly, and they didn't have to sacrifice their quality expectations.

“Housekeeping was a focus for the business – as in we didn’t have enough”

“We couldn’t recruit the staff we needed quickly enough. We’d have 2 Flexers to 1 housekeeper; someone to do the hoovering; someone to strip the beds etc. The housekeeper (internal) will then go in to finish and dress the room ready for guests to check in.”

“This was a way that we could use the [Indeed Flex platform] whilst supporting our team and delivering to the guests.”

“If we’d have not taken that approach and held out for experienced workers, we’d have burned out the existing teams and risked losing them to other sectors or competitors. This would have further impacted the hotels and prevented used from servicing guests.”



2. On-demand Staff

The challenge

- In an industry that experiences significant changes and a range of obstacles, there must be flexibility when it comes to your workforce.

The solution

The Indeed Flex team worked closely with Malmaison and Hotel Du Vin to **offer personalised advice on how to attract Flexers onto shifts.**

After the pandemic, the worker pool feature on the platform meant that familiar faces were waiting for the hiring managers to reach out to, and the **Indeed Flex messaging system** made it quick and easy for workers to be contacted.

On-demand staff in action

During peak season in December 2021, one of the Malmaison and Hotel Du Vin hotels experienced a COVID-19 outbreak. This resulted in four staff members being absent last minute on Christmas Day.

The General Manager had an urgent task to find replacement workers and received no response from local staffing agencies. They posted a shift on the Indeed Flex platform late Christmas Eve, and the shifts were picked up immediately by 4 Flexers.

“The General Manager put out the shifts on Indeed Flex, and we filled the shifts with four workers who had worked for us over the summer. On Christmas Day, he came into work expecting to be short-staffed, but he found out that he had four workers waiting at the backdoor who had picked up the shifts.”



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3. Aligned values

The challenge

- As their properties promise to deliver ‘**Gold-Standard service**’, it is a priority that Hotel Du Vin’s staff fit in with and fully understand their culture and values.

The solution

The avenues where the Indeed Flex platform allows feedback have been a great way to ensure the **values are being adhered to at each hotel location**.

A two-way approach allows internal staff to review the Indeed Flex workers, and Flexers can also provide feedback for Hotel Du Vin based on their experience working on site.

Malmaison and Hotel Du Vin values



Collaborative



Progressive



Respect



Real





4. Scope of fulfilment

The challenge

- Malmaison and Hotel Du Vin have venues across the UK. There's a **struggle to find available staff** in the more rural and less densely populated areas.

The solution

Indeed Flex leveraging **trusted agency partners** has made it easier for Malmaison and Hotel Du Vin to have guaranteed coverage in all locations.

"It's a big advantage that we don't have to phone lots of different agencies to get one job filled, and it has introduced us to agencies we wouldn't have necessarily used in the past"

Where our network of flexers doesn't reach, we have a strong network of agencies we have tried and tested to ensure the same quality.

5. Temp to perm

The challenge

- Current estimates suggest the average hire across all industries involves training costs of nearly £1000. Malmaison and Hotel Du Vin pride themselves on their premium customer experience and require their staff to fit their values.

The solution

Indeed Flex offer a temp to perm option that allows **Flexers to become internal workers** for our clients.

Trial workers, before committing

Access trained workers instantly

Give workers an insight into your business

Ensure workers are a good fit



“What was interesting was it was almost like a try before you buy. This person we’ve never seen before comes through the door, and they do a couple of shifts for us. They see us, and they see how we treat our staff – they see our benefits and how happy and engaged the team are.”



The results

- ✓ **88.6%** of shifts filled
- ✓ **98.1%** Repeat staff rate
- ✓ **4.5** Average Flexer rating
- ✓ **2.6%** Flexer no-show rate

**Data accurate at the time of extraction*

Interested in learning more ?

Book a meeting with one of our experts to discuss how Indeed Flex can help you with your staffing needs today.



We provide nationwide coverage across the whole of the United Kingdom



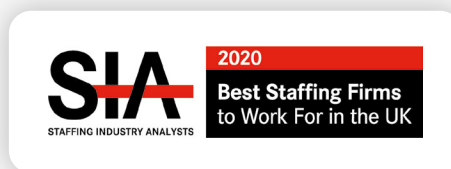
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