

Jack Wills

Increasing talent attraction with Perkbox



1800 employees



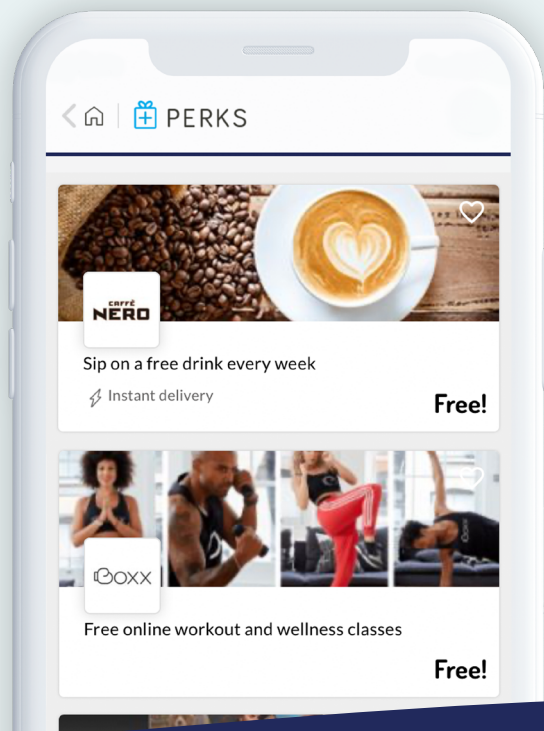
Fashion Retail



Multiple locations across the UK



Perks



Jack Wills is a British fashion brand that was established in 1999 by two university friends who decided that there was a niche in the market for university students wanting a British, preppy fashion brand.

Now owned by Frasers Group, Jack Wills employs 1,800 people across 320 shopping locations.

Working in retail brings its own set of people challenges. In the words of Colin Priestly-Wall, Head of Learning and

Engagement at Jack Wills, “There are many challenges nowadays in retail because some people don’t see it as a career path. Some people see it as a stop-gap.”

“Perkbox perfectly aligns with our EVP, in terms of our reward. I would say Perkbox is very flexible. It’s easy to use and it suits people no matter where they are.”

Nisha Suchak, Head of Reward

Within 12 months of launch:

35% Increase in candidate interest

£35,000 Saved by employees

On top of showing prospective employees the depth of a career at Jack Wills, the people team wanted to create a more attractive benefits package which was relevant to their employee demographics.

“We haven’t always had lots of traditional benefits within the business and when you are attracting talent and that is crucial in order to get the best people,” says Sarah Day, People Director at Jack Wills.

Jack Wills chose to work with Perkbox as it aligned exactly with their goals. Nisha

told us, “Perkbox perfectly aligns with our EVP, in terms of our reward. I would say Perkbox is very flexible. It’s easy to use and it suits people no matter where they are.”

Perkbox also helped Jack Wills position themselves as a more attractive place to work, with Sarah adding, “Our LinkedIn careers page has increased by 35%, it proves that candidates who are exploring the opportunity of coming to Jack Wills are really excited by the offering that we’re developing, particularly around Perkbox.”



This is a boiled-down version of Jack Wills' success story.

You can find the full version [here](#).

Perkbox helps over 7,500 employers create great employee experiences

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To see how Perkbox can help you grow your business with happier, healthier, more engaged employees, download the employee experience brochure from [here](#).

