

Building Stronger Teams with STAR Talent

A Bvlgari Case Study

In collaboration with CareerCircle, Bvlgari has embraced skills-based hiring, filling critical roles and creating a skilled, diverse talent pipeline with non-traditional candidates skilled through alternative routes.



Introduction

Finding qualified candidates for open positions can be a formidable challenge, especially for Andrea Risalti, Regional CIO for the luxury brand Bvlgari. Leading a lean team with limited HR resources, Andrea often had to source talent on his own. "I had to figure things out myself and determine where I could find people to hire," he explains.

Andrea's role required him to juggle multiple responsibilities, from overseeing IT operations to ensuring top-notch customer service. Finding candidates who could blend technical expertise with strong customer focus was no small feat. "Being regional, we were constrained by budget and resources, which can be a major demotivator sometimes," said Andrea. The pressure was on to fill these roles quickly and efficiently without compromising on quality. The search for such talent was difficult until he discovered CareerCircle.

CareerCircle's unique approach to talent sourcing offered Andrea the perfect solution. By leveraging its extensive member base and AI-driven matching, CareerCircle could pinpoint candidates who met Bvlgari's requirements, providing certainty that these candidates were not only qualified on paper but also the right fit for the company culture and specific demands of the role.

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Andrea Risalti
Regional CIO for Bvlgari



From Credentials to Capabilities: Bvlgari's New Hiring Paradigm

To tackle his hiring challenges, Andrea turned to well-established brands such as Google for inspiration. "Google faces a similar challenge in attracting the right talent, despite having greater resources. They've likely figured out better strategies than we have to address this issue," Andrea noted. His research into Google's strategies led him to discover their career certificate programs and a key partnership with CareerCircle.

Andrea was drawn to CareerCircle because of its mission to support professionals skilled through alternative routes (or STARS for short). He began collaborating with CareerCircle to source IT technicians in New York City and Miami who had participated in Google's IT Support Career Certificate Program.

The first IT technician Andrea engaged through CareerCircle had a background in banking, working in client services. While impressed with the candidate's strong customer service experience, Andrea initially worried about his technical expertise. "We usually hire based on specific credentials," he explained. Ultimately, Andrea embraced the power of skills over traditional qualifications and hired him. His unique background complimented the team and also enhanced the customer service at Bvlgari—proving that skills-based hiring can unlock unexpected and powerful contributions.

Underrepresented professionals skilled through alternative routes



Black professionals



Latinx professionals



Veteran professionals

Rethinking Recruitment: The Power of Skills-Based Hiring



STAR employees often possess the right skills and potential to excel in their roles, even if they lack conventional credentials. Today, 70 million professionals in the U.S. are categorized as STARS.

CareerCircle collaborates with companies like Bvlgari to embrace skills-based hiring, matching candidates who are qualified through alternative means with roles that organizations find challenging to fill.

Hiring diverse, recently upskilled talent has brought fresh perspectives and emerging skill sets to Andrea and the Bvlgari team. These candidates often excel in customer service and possess strong soft skills, such as communication and active listening. These attributes are crucial in delivering exceptional customer experiences, as they enable IT technicians to not only solve technical issues but also reassure and guide customers through the process. Andrea noted, “You want to be friendly and helpful while also being able to technically address the problem.”

70M

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Rethinking Recruitment: The Power of Skills-Based Hiring

Two key areas where the skills of STAR candidates have been particularly impactful are ticket management and onboarding, both integral parts of the IT Technician's role:



Ticket Management: IT technicians at Bvlgari must understand the issues customers face and take proactive steps to resolve or prevent them. Andrea emphasizes the importance of qualitative analysis in ticket management, which involves understanding the root causes behind customer inquiries and complaints.

For example, STAR candidates who may have had customer service roles in the past excel at active listening and effective communication--making them invaluable in this kind of role. These transferable soft skills ensure that technicians can not only address immediate concerns but also foster long-term customer satisfaction and loyalty.



Onboarding: A smooth and positive first day for new employees is crucial, and technology plays a significant role in this process. STAR candidates' strong organizational and communication skills ensure that new hires have all their technology needs met promptly, including access to hardware, login credentials, and other resources. This attention to detail and customer-oriented approach helps new employees feel welcomed and equipped to start their roles effectively from day one.

CareerCircle's skills-based hiring approach has enabled Bvlgari to build a team with diverse backgrounds and complementary skill sets, resulting in a more dynamic and customer-focused IT department. This not only enhances the customer experience but also positively impacts business outcomes by ensuring a high level of service and support.

Demonstrating the Value of Skills-Based Hiring Practices

The partnership with CareerCircle has proven to be successful for Bvlgari. “I was blown away by the level of talent CareerCircle presented. I would have hired every candidate I interviewed if I could,” said Andrea. “The two short-term positions we filled with CareerCircle’s help ended up being converted to full-time roles.”

Remember the IT technician who started in banking? He’s now working full-time with Bvlgari and was recently promoted. “He was hired from banking. His client-facing skills were exceptional. Everybody loved him, and even today, some people prefer to go to him over the person who currently has that role. He was also able to step up during a crisis when one of my team members was on medical leave for roughly a year. He took on additional responsibilities that he wasn’t originally trained for, and his curiosity and willingness to take risks led to his success,” said Andrea. STAR workers like him often demonstrate a 10% higher retention rate compared to their degree-holding colleagues, showcasing their commitment and drive.

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+10%

STAR hires had a 10% higher retention rate than degree-holding colleagues

The biggest signal of success? A candidate with ambition who can deliver on it. STAR candidates, often self-taught and highly motivated, bring a unique drive to their roles. Bvlgari attributes their success to their collaboration with CareerCircle, which excels in identifying and nurturing these qualities. “CareerCircle is highly skilled in positioning people from the Google Career Certificates programs into real jobs,” added Andrea. This partnership has allowed Bvlgari to tap into a pool of candidates who not only possess the necessary skills but also the ambition and perseverance to excel in their roles.

Building a Stronger Team with STAR Talent

By championing skills like active listening, problem-solving, and technical proficiency, Bvlgari has seen a transformative impact on their team. Andrea's approach to hiring has brought in individuals who excel in both customer interaction and technical support, boosting team performance. "This approach has brought fresh perspectives and skill sets that continue to drive our innovation and success," explains Andrea.

As a result, the IT team improved communication and problem-solving abilities, leading to more efficient issue resolution and higher customer satisfaction. Additionally, the diverse perspectives have fostered innovative thinking and comprehensive solutions to complex challenges. CareerCircle's support in recruiting these candidates has positioned Bvlgari for long-term growth and success.

Looking ahead, Bvlgari's future appears promising. "With any luck, more hires!" says Andrea. "I would love it if next year we have an opportunity to add to our data analytics team." This optimism reflects the success Bvlgari has experienced so far and their eagerness to continue leveraging CareerCircle's expertise in sourcing skilled, diverse talent.

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