

# “Quick, easy and convenient, just like us” – why recruiting with onlyfy makes all the difference for Holmes Place



HOLMES PLACE

FITNESS | WELLNESS | SPA

## Situation & challenges

Holmes Place has long since made a name for itself among those with an affinity for sports as the leading premium fitness provider in Germany. In the race for the best talents, however, the medium-sized company is up against numerous powerful competitors. “We also have to contend with a peculiarity of the fitness industry: here, it is common practice for fitness trainers to become self-employed as personal trainers after a few months. For us, this means having to fill around 120 vacancies every year,” says Veronika Gersdorf, Recruiting and Employer Branding Specialist at Holmes Place.

To reduce the challenges in recruiting to just trainer vacancies would be too much of a simplification, Veronika Gersdorf explains: “We have a wide range of vacancies to fill – from IT specialists and sales managers at the head office to the trainers in the studios.”

In the competitive talent market, it is therefore crucial for Holmes Place to also score points with cultural factors: “For us as a company, it is imperative that we not only impress but also inspire right from the very beginning”, says Veronika Gersdorf. A far-reaching and authentic employer brand is therefore crucial to the company.



Finding the right solution for each position: whether actively or passively looking for talents



A seamless and efficient application process – for both parties



Impress with your authentic Employer Branding Profiles on kununu & XING

Holmes Place is the leading premium health, fitness and wellness provider and has also been operating in Germany since 2001. In the 14 clubs spread throughout Germany, first-class trainers help members to look after their health and fitness.

Company name

**Holmes Place**

Industry

**Health, fitness & wellness**

Size of company

**400 employees**

Website

**<https://www.holmesplace.de>**

Products used

**onlyfy one Application Manager, onlyfy TalentManager and Employer Branding Profile by kununu & XING**

## Solution with onlyfy

In its search for a partner to overcome these diverse challenges, Holmes Place has found what it was looking for with onlyfy. And the team headed by Veronika Gersdorf has been thrilled with the smart support in their daily recruiting ever since. “onlyfy is just as fast, easy and convenient as we are – that’s why I am so satisfied with it and can only recommend it”, says the specialist.

“With onlyfy we always have the right channels available: we can actively search for IT specialists, or on the other hand, we can search for trainers with the help of the huge reach of job ads,” Veronika Gersdorf points out. Thanks to onlyfy one Application Manager, the entire recruiting process can be bundled into one integrated solution. “As we all know, the best talents never stay on the market for long. Application Manager enables us to organise our processes efficiently, even when several colleagues are involved. And this helps us meet the expectations of the top talents.”

We also care about communicating the team-oriented and family-like feel-good atmosphere at Holmes Place. The premium provider relies on its Employer Branding Profile on kununu and XING. “Being able to convey our culture here authentically marks the first step towards finding our perfect match,” says Veronika Gersdorf. “And our success is a testament to this: during the first six months, we have had an extremely low turnover and, apart from the usual turnover in the industry, most employees stay with us for many years.

## Conclusion and looking ahead

With the continuous development of the onlyfy product portfolio, Holmes Place stays ahead of the curve: “We know that talents expect a lot during the application process. If it is too complicated, then you often risk losing before you have even started”, emphasises Veronika Gersdorf.

Working from this foundation, the company hopes to continue pleasing candidates throughout the entire recruiting process: from the initial contact with the employer brand on kununu and XING to the targeted combination of active and passive sourcing, to a seamless, convenient application process – both parties should be enthusiastic.



“With onlyfy, we **have the right channels** to fill all our positions. From a targeted direct approach to the high reach offered job ads.”

**Veronika Gersdorf**  
Recruiting & Employer Branding Specialist, Holmes Place

## Top successes of Holmes Place

# 120

new recruits  
per year

# 21 days

time to hire

# 12 days

time to interview