Humanly

FLEET FEET

How Fleet Feet Achieved Lightning-Fast Hiring With 98% Candidate Approval

See how Fleet Feet streamlined store hiring and accelerated candidate engagement using Humanly.

6-hour
AVERAGE RESPONSE TIME

98.35%
POSITIVE CANDIDATE FEEDBACK

Book a Demo

FLEET FEET

About Fleet Feet

The first Fleet Feet store opened its doors in 1976 in Sacramento, California, and they've been outfitting runners with the right gear and knowledge ever since. Since that first day, the specialty retailer has expanded to over 280 stores (and counting) in communities across the country to work toward our vision: to inspire the runner in everyone. Today, they combine knowledge from their four decades of experience with data-driven insights from modern technology to outfit runners with the ideal shoes, apparel, and gear.



Retail
INDUSTRY

1,000–5,000
COMPANY SIZE

iCIMS
INTEGRATED ATS

280+ Stores
HIRING ACROSS

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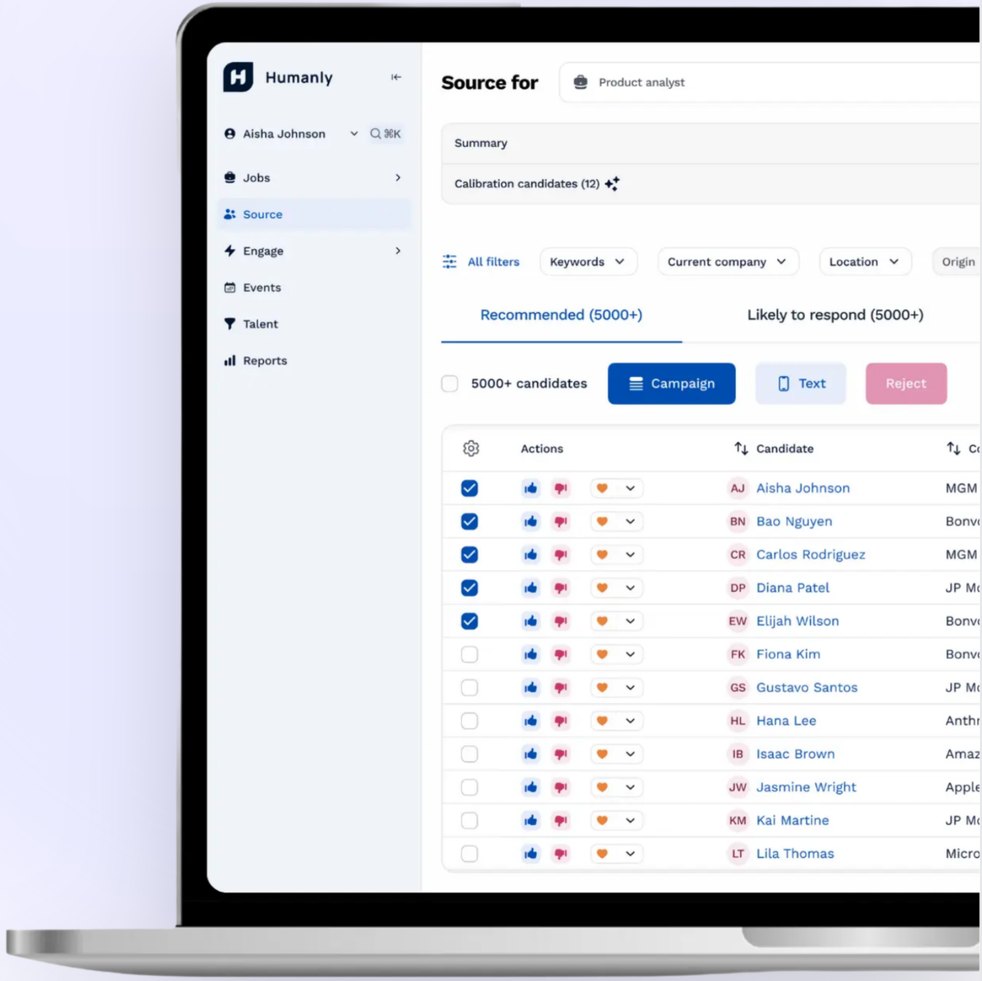
Retail Hiring Moved Faster Than Fleet Feet's Process

A lean recruiting team, hundreds of stores, and a hiring process that couldn't keep up.

- Candidates expected near-immediate responses in a competitive retail market
- A small TA team supported both company-owned and franchise locations
- Store managers already juggling daily operations needed hiring to be simple
- Delays risked losing strong candidates to faster-moving competitors



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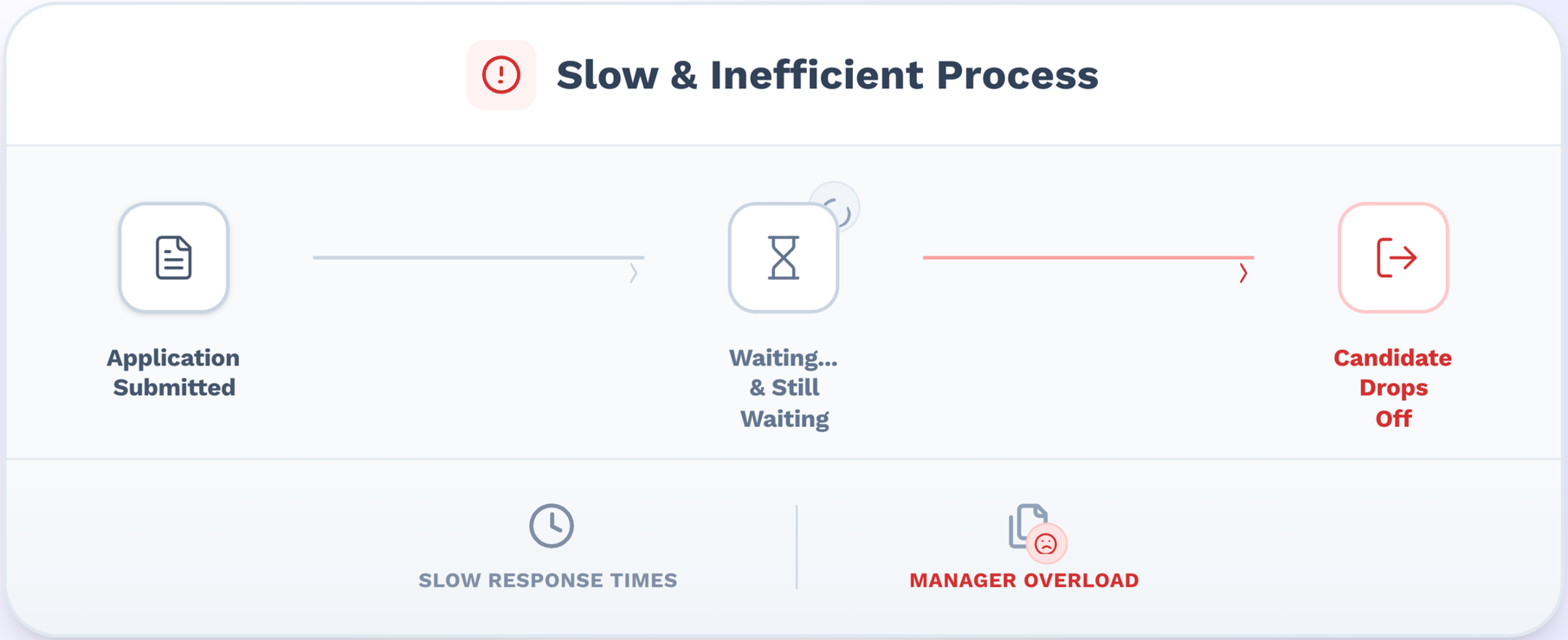
The Former State

Long gaps between application and engagement created friction for candidates and store teams.



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Fleet Feet Transformed Hiring Speed Without Sacrificing Experience

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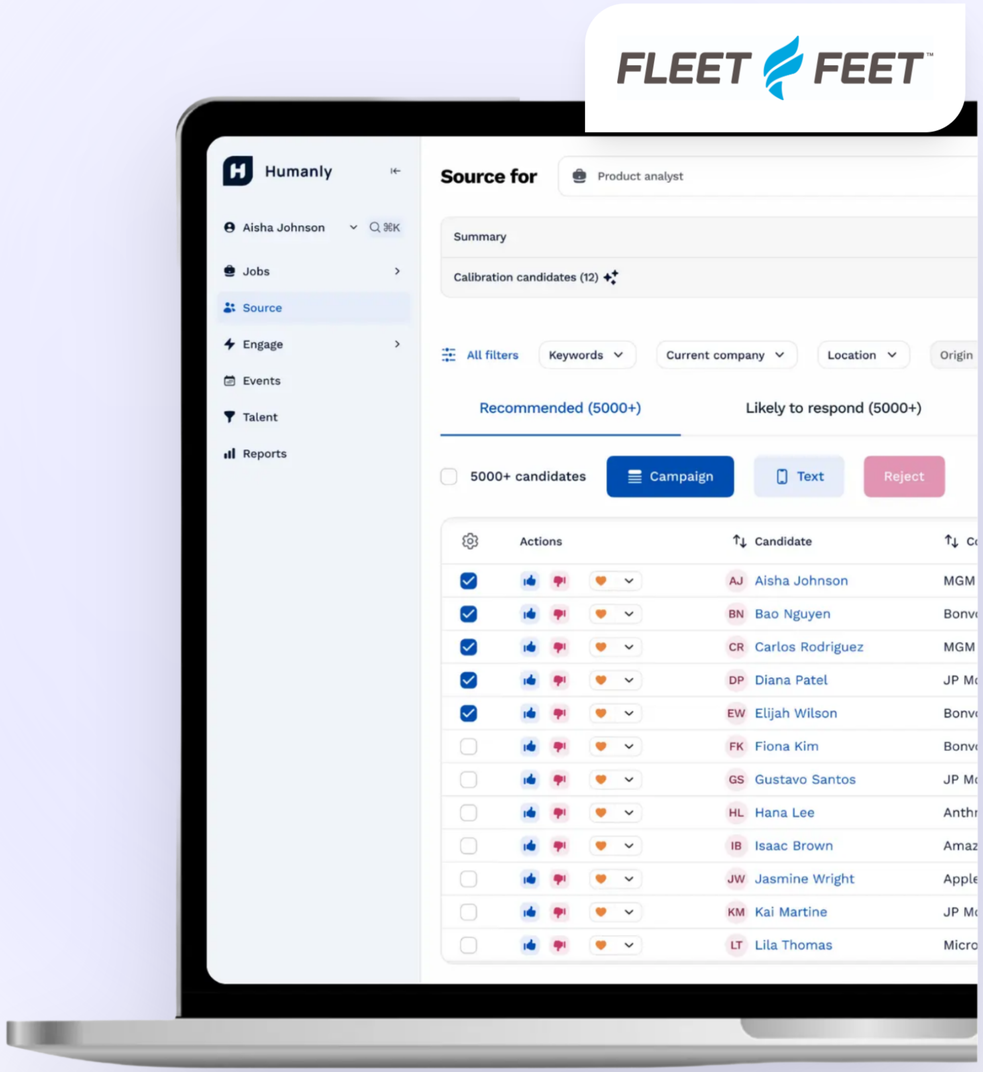
One Seamless Hiring Experience—Inside the ATS

Fleet Feet integrated Humanly directly into iCIMS, allowing store managers to engage candidates faster without adding complexity or new tools.

- Humanly embedded directly in iCIMS
- No new systems for store managers to learn
- Faster screening without added recruiter workload



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From Delays to Momentum

TRANSFORMING THE CANDIDATE EXPERIENCE

Traditional Hiring

Application Submitted → Waiting... (Days) → Candidate Drops Off

PROCESS OUTCOME

5+ Days
AVG RESPONSE

Hiring with Humanly

Application Submitted → Screened & Qualified → Engaged & Scheduled

BUSINESS IMPACT

6 Hr
AVG RESPONSE

98%
APPROVAL RATE

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What Changed for Fleet Feet

Faster Hiring. Happier Candidates. Smarter Decisions.

With Humanly in place, Fleet Feet dramatically improved both speed and experience—while gaining better insight into their hiring data.

- Average response time dropped to **6 hours**
- **98.35%** of candidates provided non-negative feedback
- Store managers handled hiring **faster** alongside daily responsibilities
- Recruiting teams gained **better visibility** into hiring performance

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What Changed In Their Words



AFTER SIMPLIFYING SCREENING AND REMOVING FRICTION

“I've heard wonderful things, and it's sped up the process, saved time, etc... all of the pieces that we were looking for.”

Leigh Warren
Fleet Feet

FLEET FEET

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Ready to improve candidate conversion and efficiency?

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