

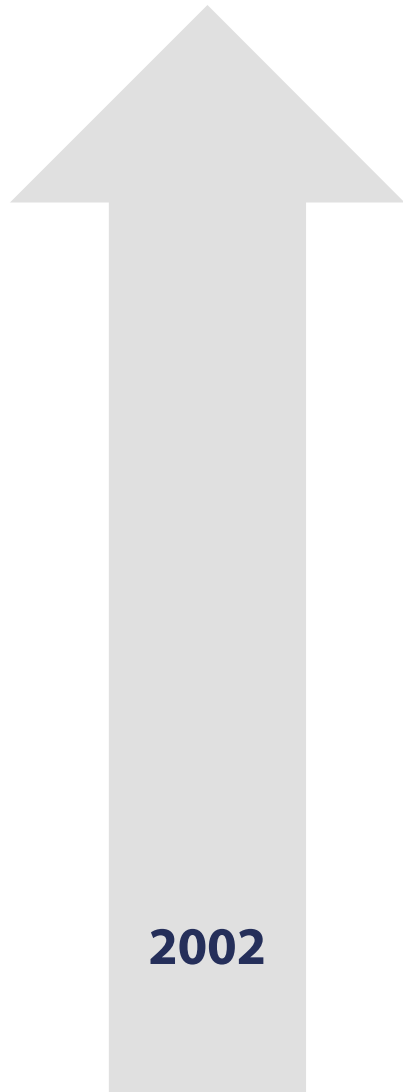


CERN Recruitment
& Sourcing Seminar 2011

The Jobseekers' Perspective

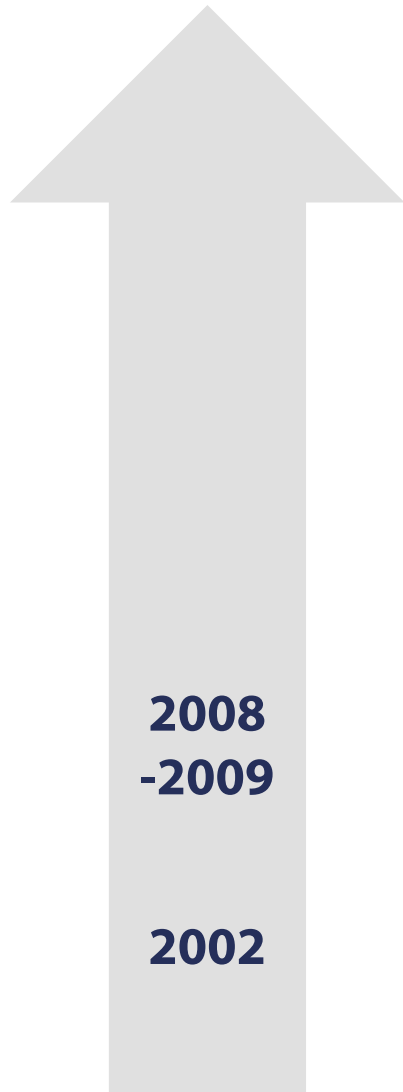
Geneva, 18th November 2011

Talent Interaction tools becoming part of your Employer Branding



Corporate Career Websites

Talent Interaction tools becoming part of your Employer Branding



Online Application Systems

Corporate Career Websites

Talent Interaction tools becoming part of your Employer Branding



2009
-2010

Social Media

2008
-2009

Online Application Systems

2002

Corporate Career Websites

Talent Interaction tools becoming part of your Employer Branding



Mobile

Social Media

Online Application Systems

Corporate Career Websites

Potentialpark

Since 2002, Potentialpark has monitored the

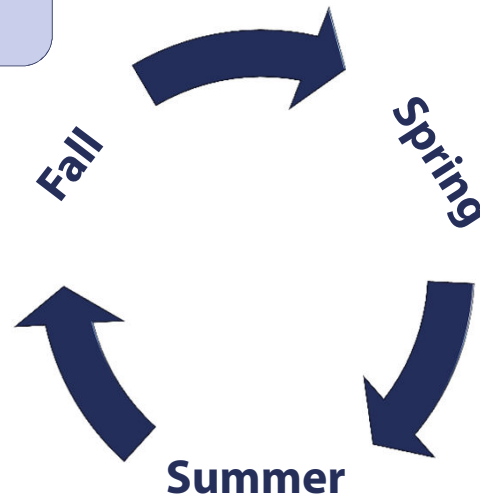
information-gathering, decision-making and
application processes

of job seekers worldwide and helped employers communicate better
with their target group.

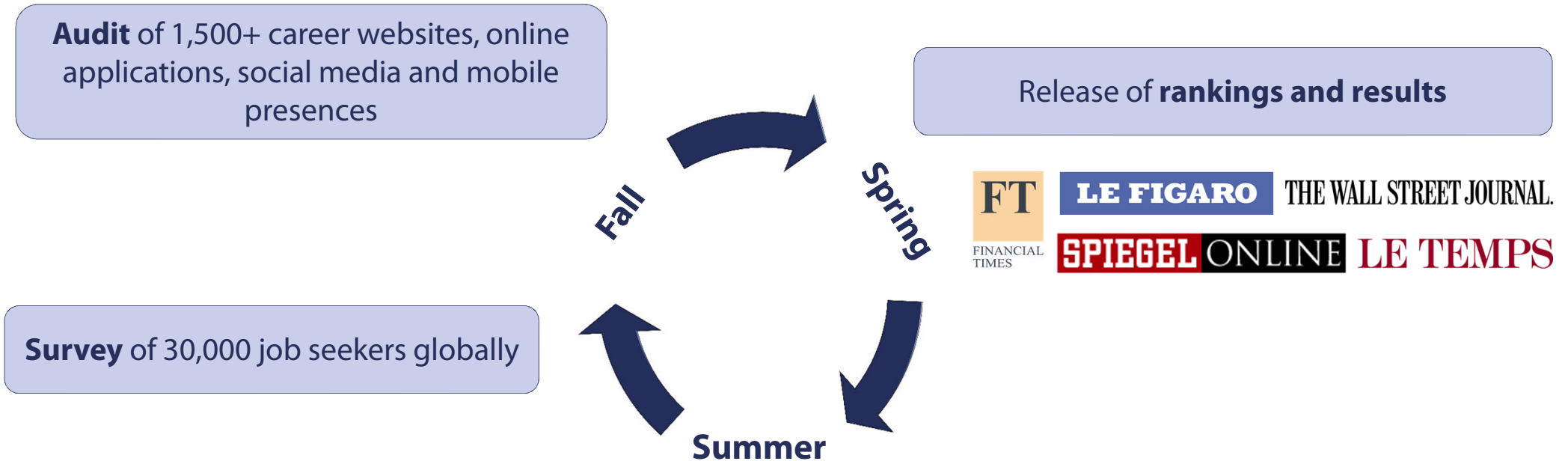
Potentialpark's Sources of Knowledge

Audit of 1,500+ career websites, online applications, social media and mobile presences

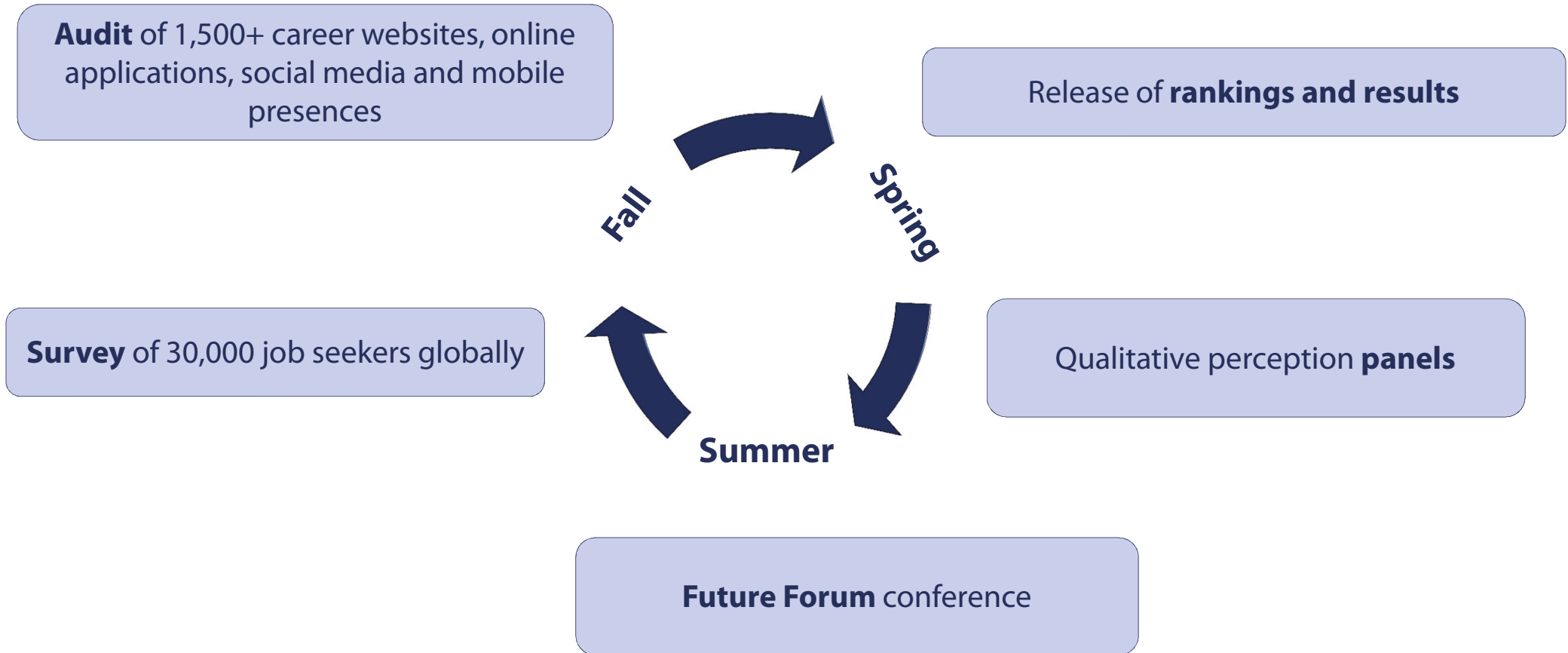
Survey of 30,000 job seekers globally



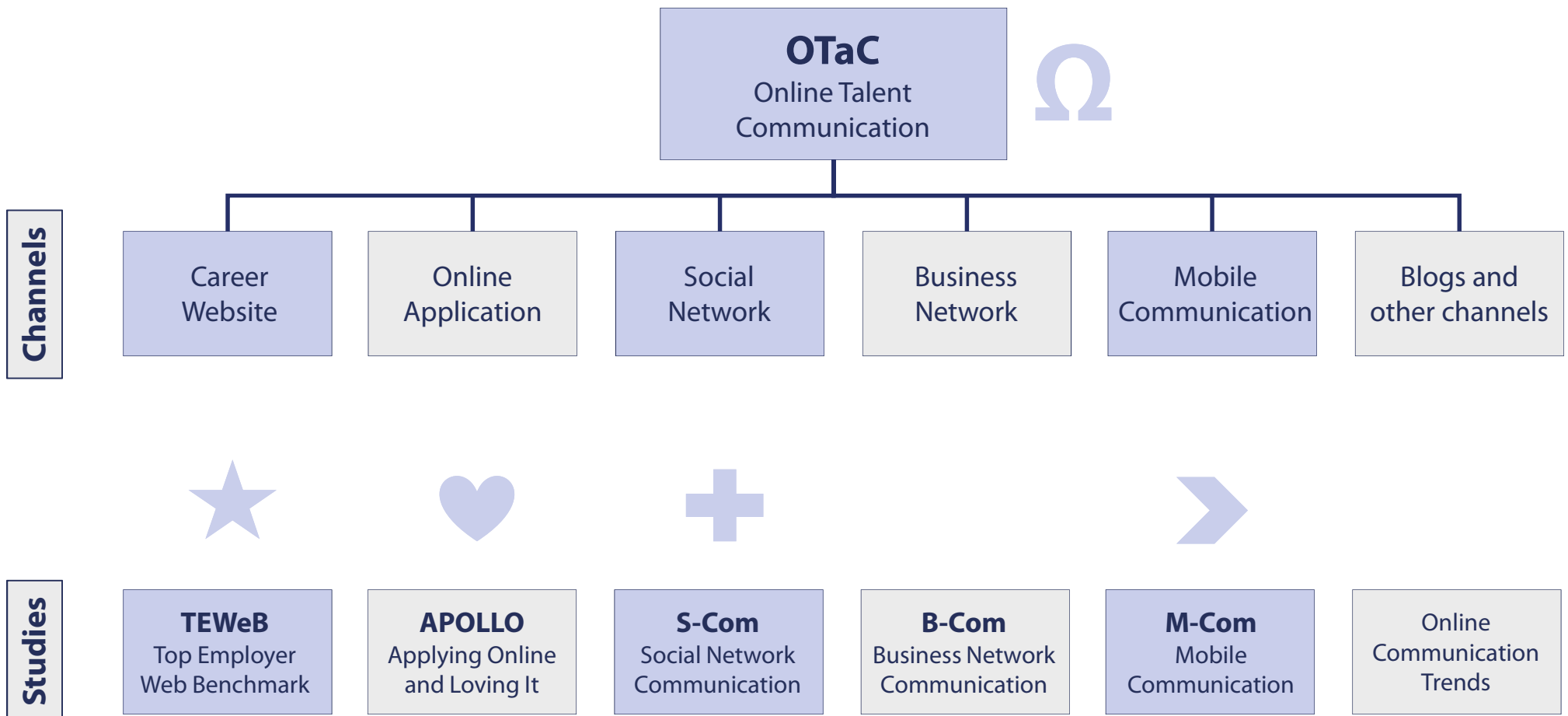
Potentialpark's Sources of Knowledge



Potentialpark's Sources of Knowledge



OTaC – Online Talent Communication





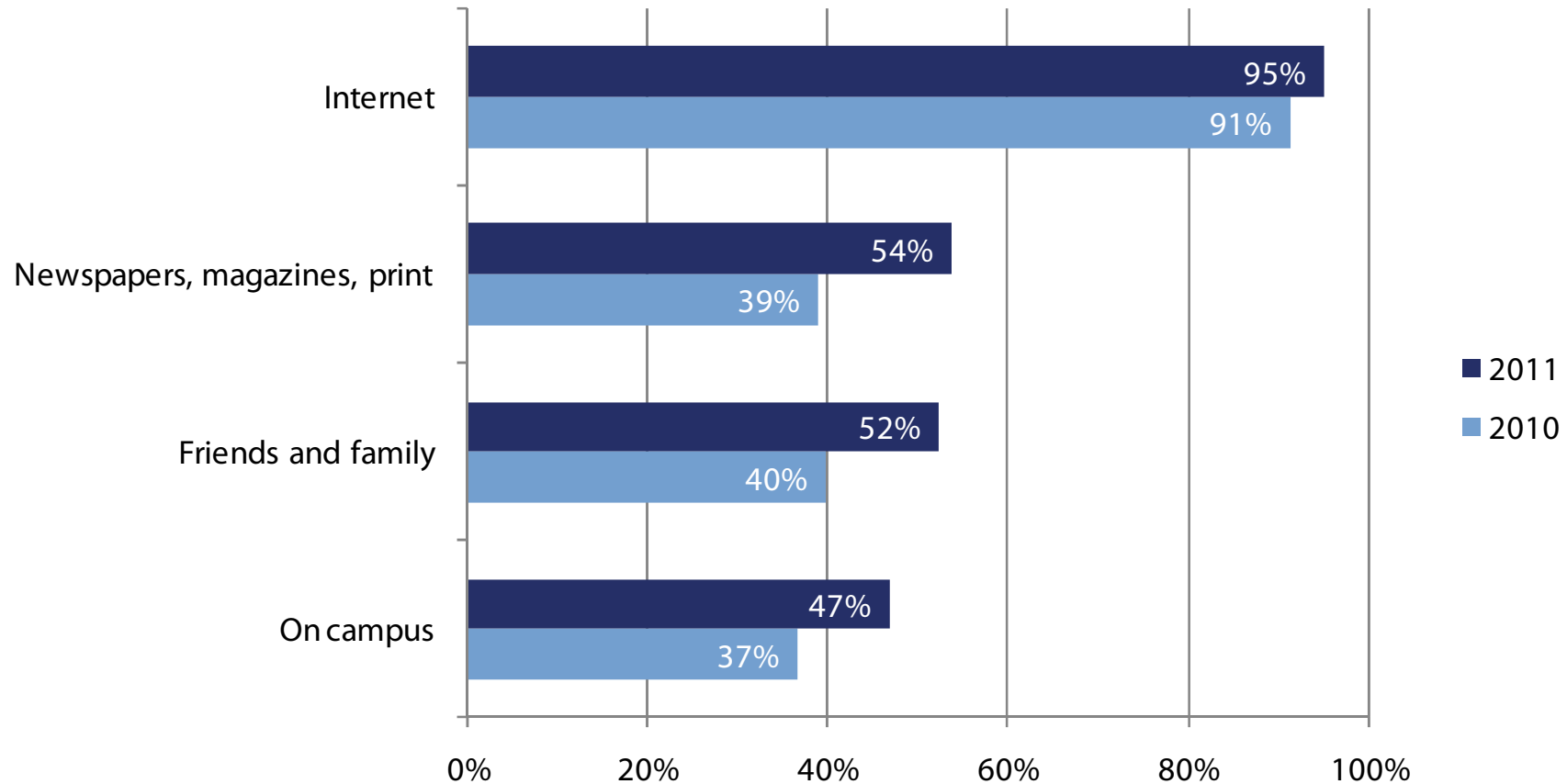
CERN Recruitment
& Sourcing Seminar 2011



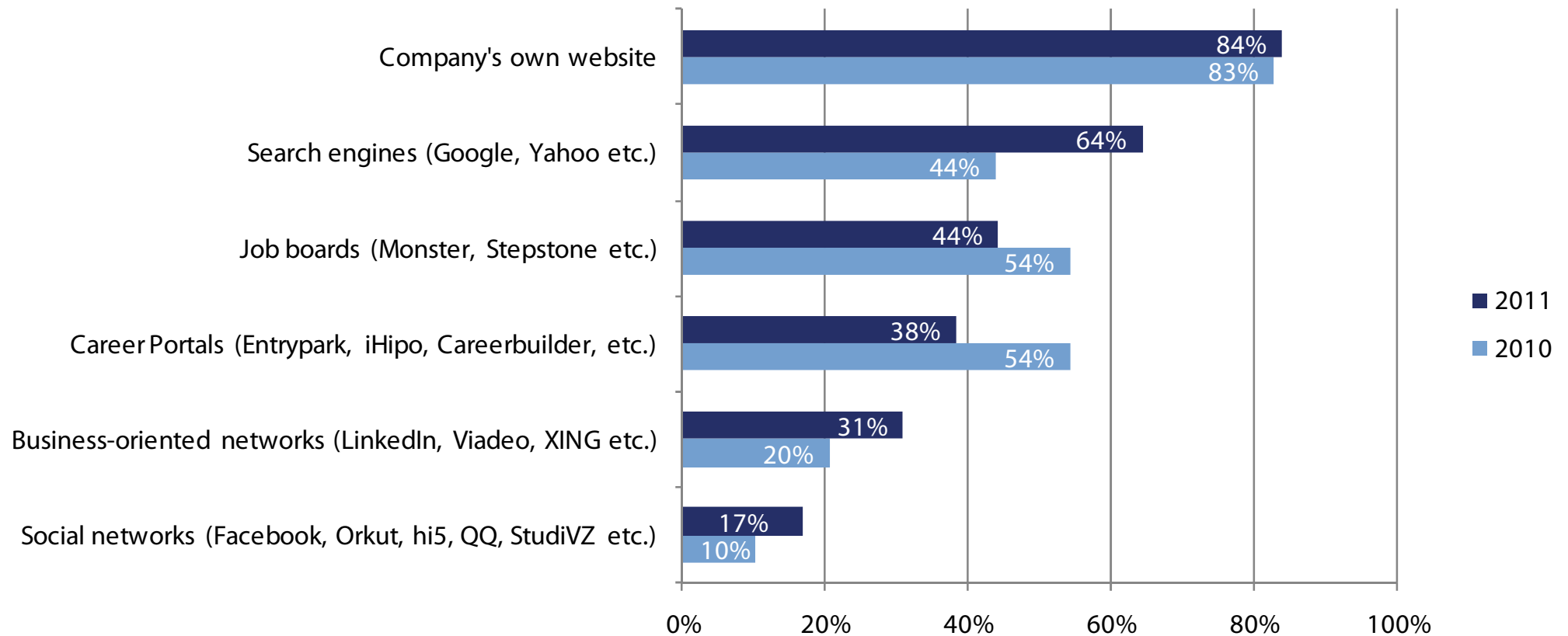
The Jobseekers' Perspective

1. Corporate Career Websites

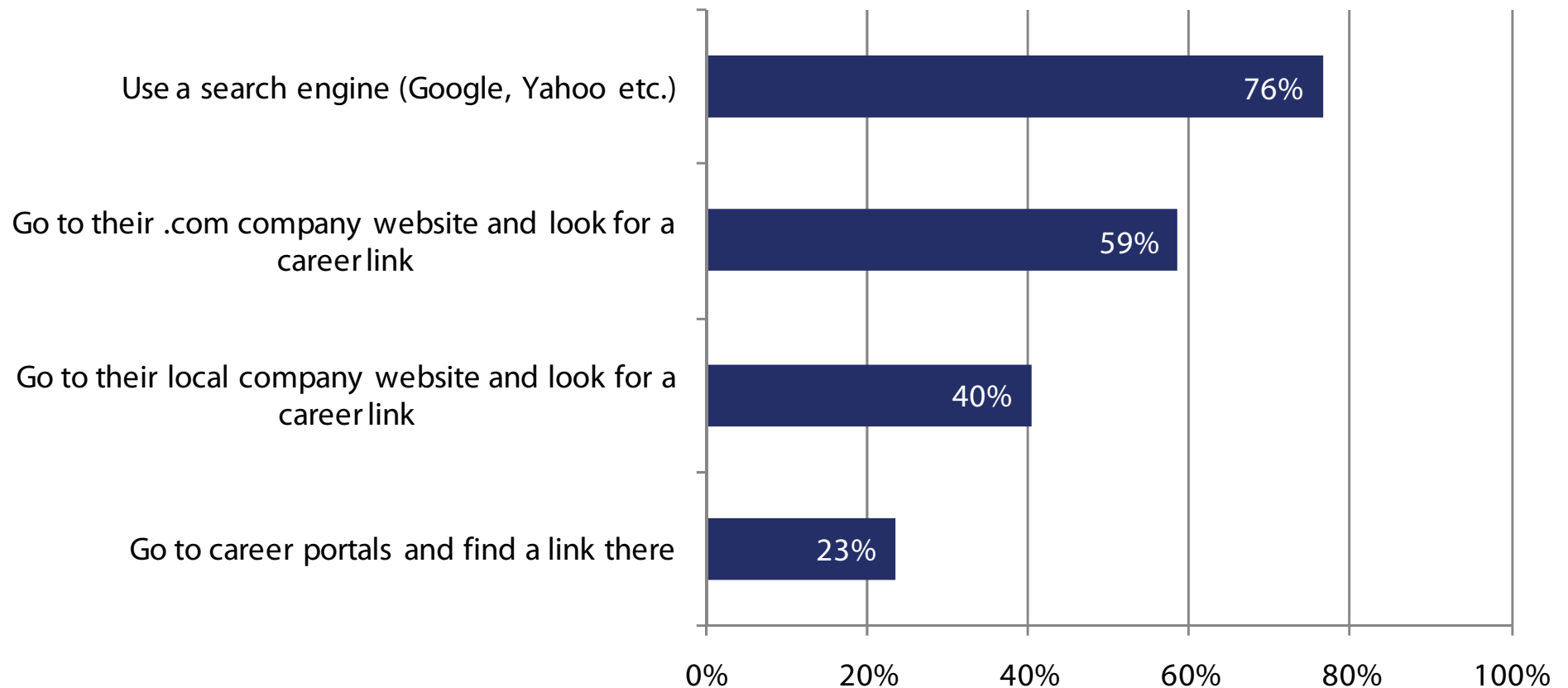
Where do you look for employers and careers?



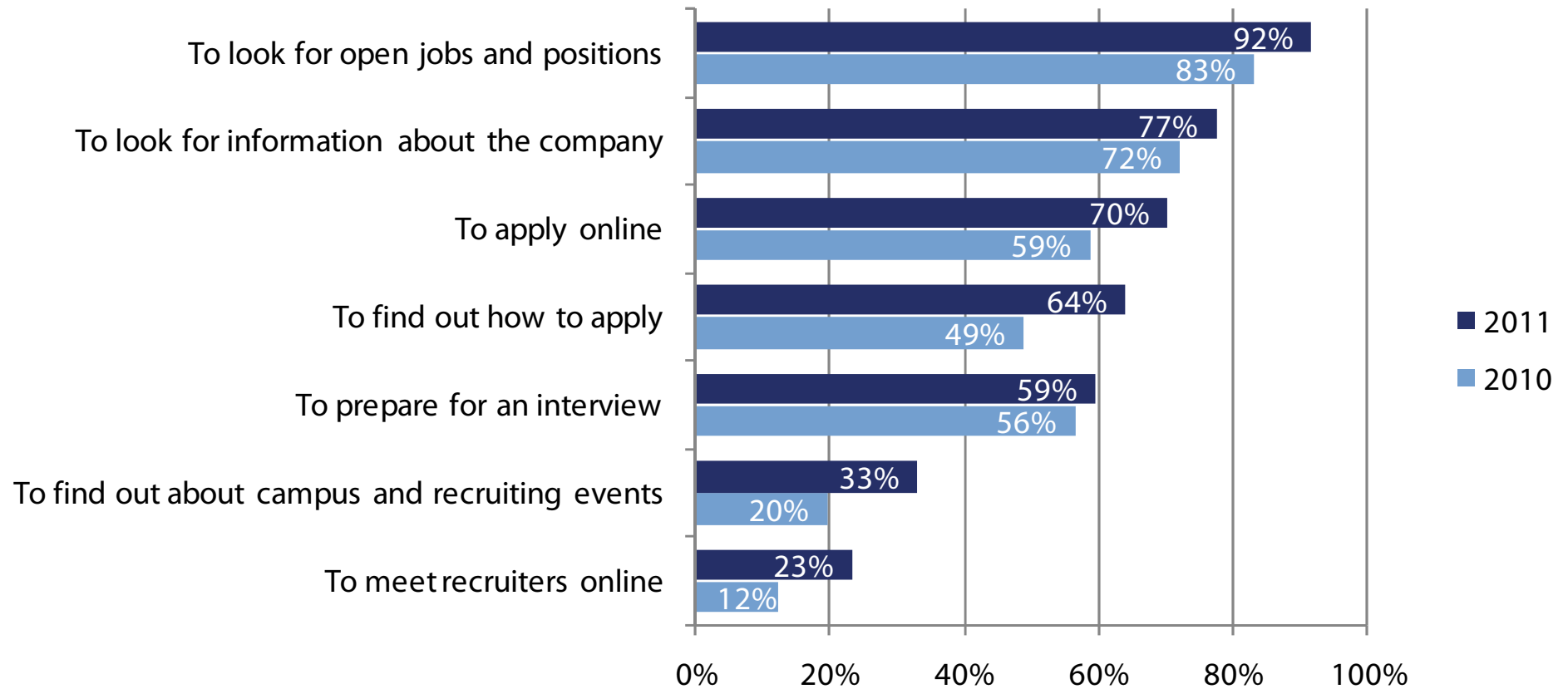
If on the internet, where exactly?



How do you search for career websites?



Reasons to go to a career website



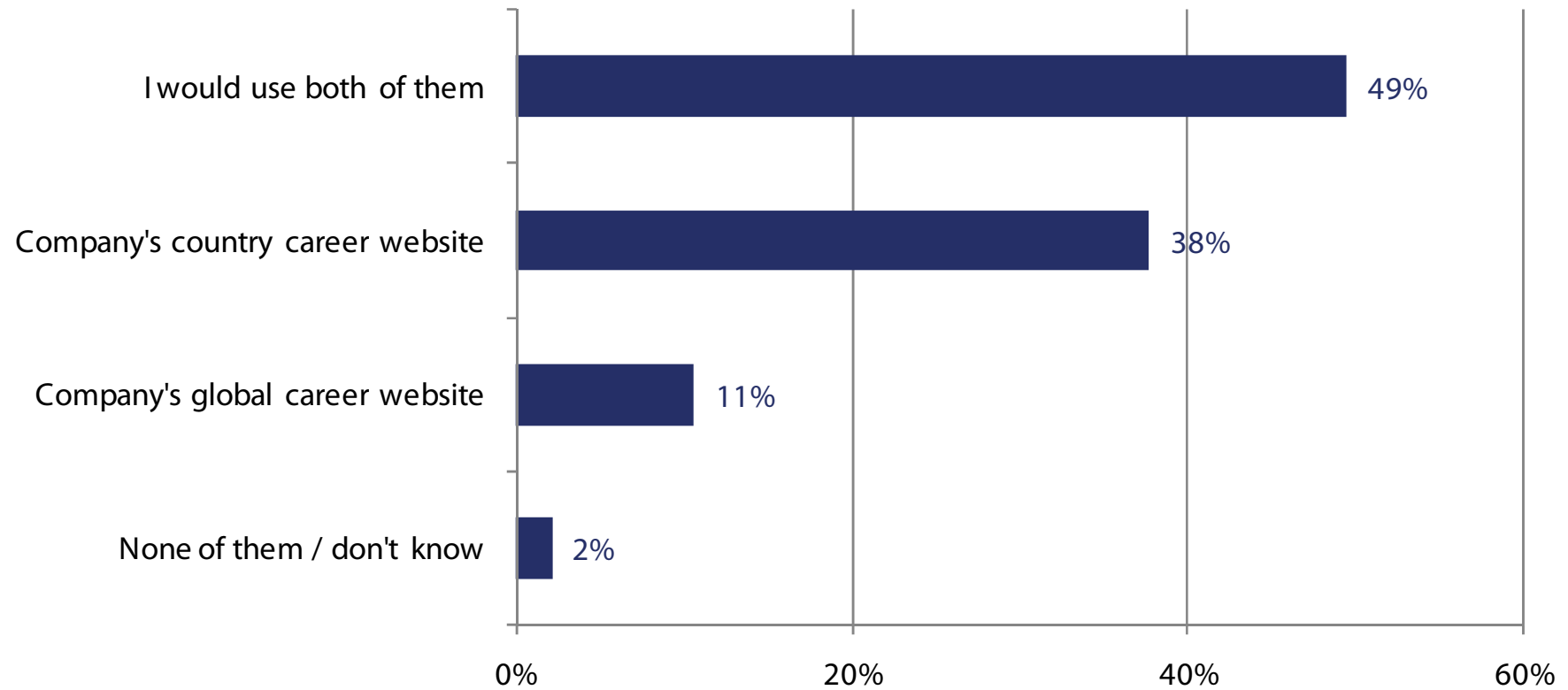
From the job seeker's mouth



Emphasize what distinguishes your company from the others in a concrete matter.

Male Student, Norwegian University of Science and Technology

Global vs. local career websites



TEWeB Europe 2011: Research process / Criteria



- Each career website is audited using **69 features** as criteria
- The 69 features are sorted in **16 feature groups and 5 categories**
- Feature groups and categories make it easier to work with the features

TEWeB Europe 2011: The Best Career Websites

Rank	Company	Score	Diff
1	Allianz	1010	→ 0
2	Accenture	975	↑ 17
3	Bertelsmann	969	↓ -1
4	Ernst & Young	894	↑ 2
5	BP	890	↑ 16
6	PwC	877	↓ -2
7	Holcim	861	↑ 84
8	BASF	860	New
9	Procter & Gamble	851	↓ -4
10	Deloitte	851	↑ 14
11	KPMG	845	↓ -2
12	Total	844	↑ 58
13	EDF	833	↑ 25
14	Bayer	831	↓ -4
15	AstraZeneca	827	↑ 14

Rank	Company	Score	Diff
16	BNP Paribas	823	↑ 27
17	Siemens	822	↑ 5
18	Roche	819	→ 0
19	BMW	806	↑ 6
20	GE	805	↑ 57
21	GlaxoSmithKline	804	↑ 13
22	Deutsche Bank	798	↓ -8
23	HSBC	797	↓ -16
24	RBS	796	↓ -8
25	Vodafone	792	↑ 15
26	Shell	783	↓ -15
27	J.P. Morgan	781	↓ -10
28	UBS	778	↓ -20
29	ABB	775	↑ 50
30	Daimler	774	↑ 20

The truth, and nothing but the truth

SHOW, DON'T TELL!

I'll find out anyway...





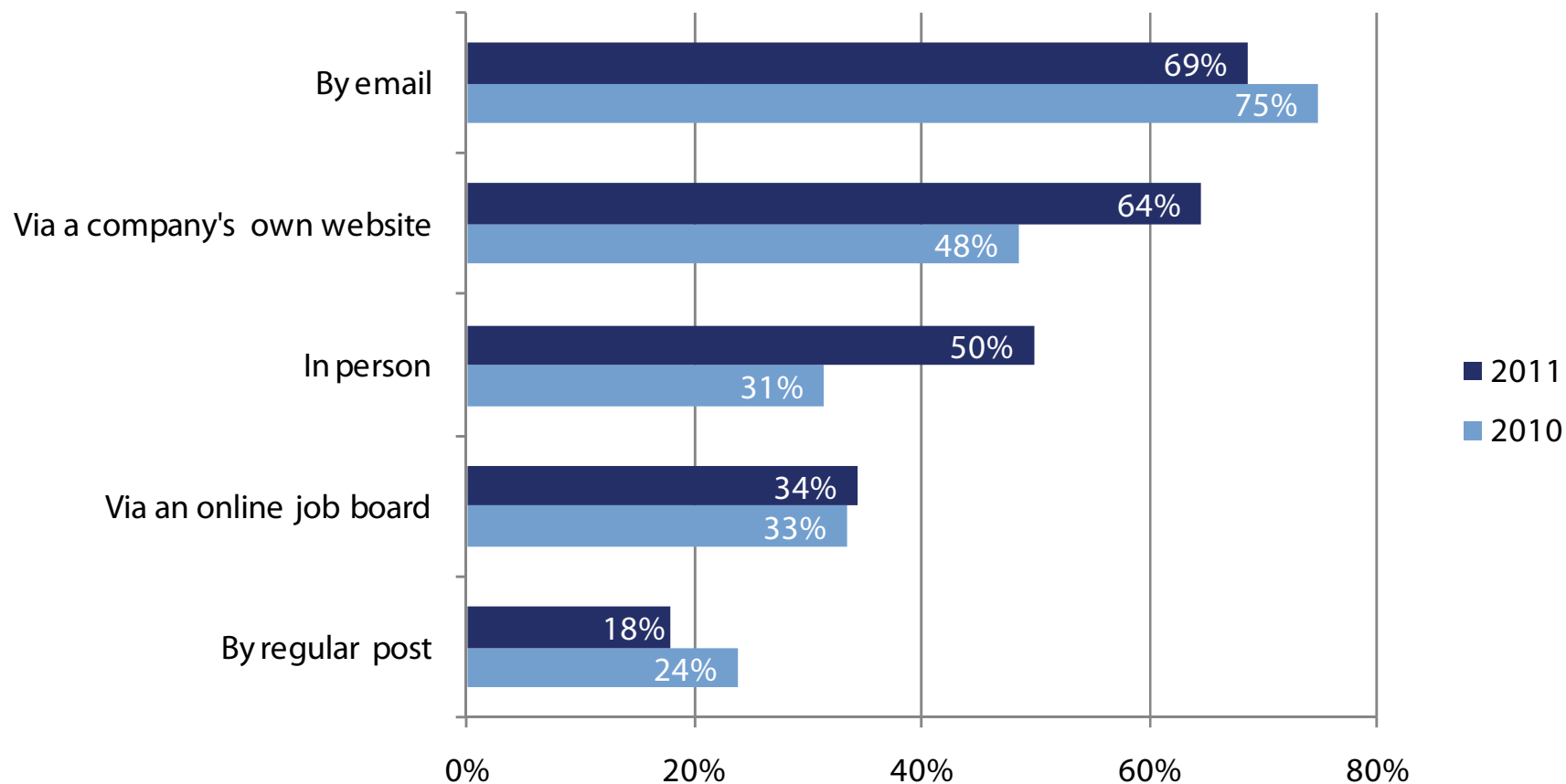
**CERN Recruitment
& Sourcing Seminar 2011**



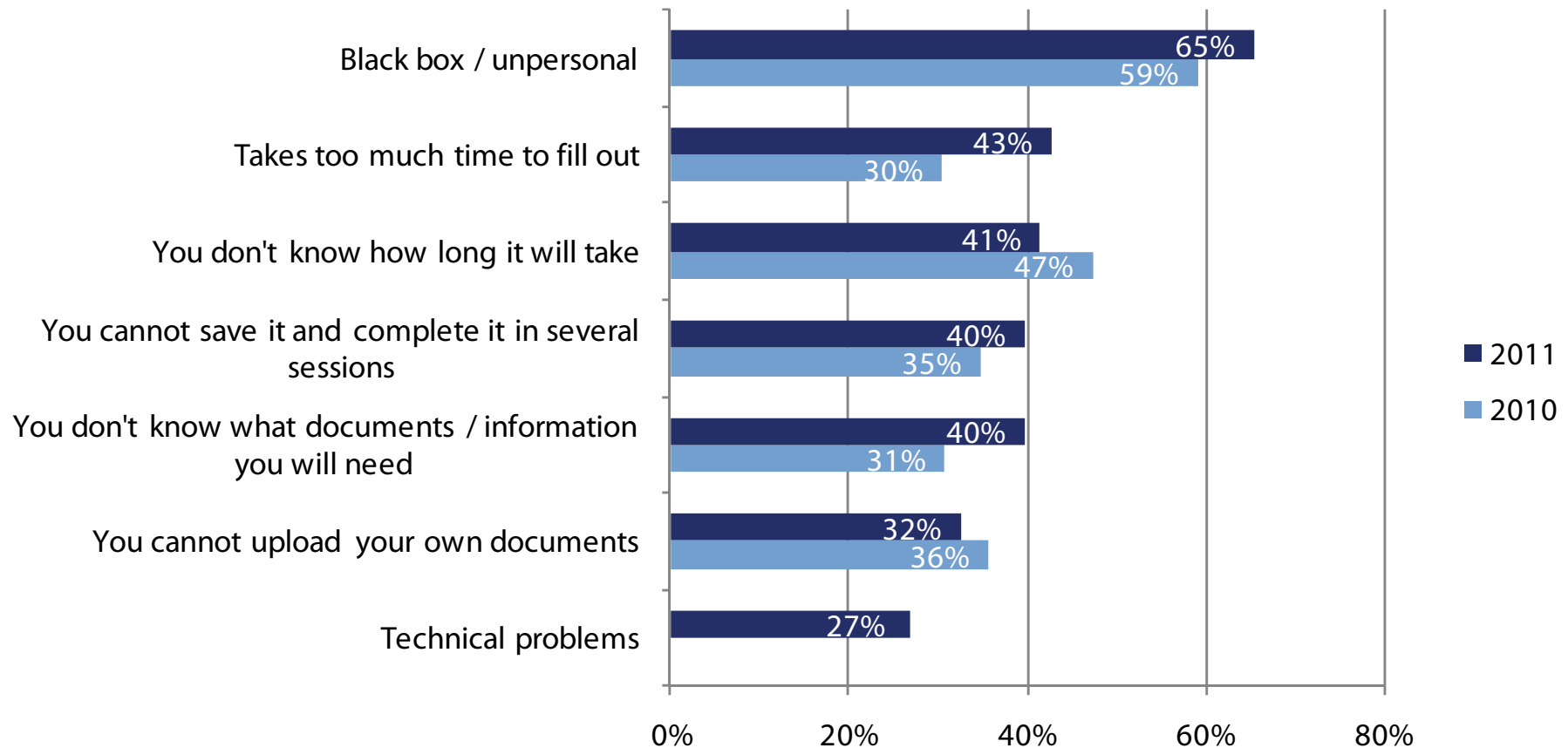
The Jobseekers' Perspective

2. Online Application Experience

How do you prefer to apply?



Top frustrations when applying online



APOLLO Europe 2011: Research process / Criteria



- Each online application system is audited using 53 features as criteria
- The 53 features are sorted in 10 feature groups and 5 categories
- Feature groups and categories make it easier to work with the features
- 22 in-depth features are used to give a deeper insight on 7 features

APOLLO Europe 2011: The Best Online Candidate Experience

Rank	Company	Service Provider	Score
1	BP	GradWeb	943
2	Allianz	SAP - Promerit	912
3	Bertelsmann	Becruiter	892
4	Accenture	Taleo	856
5	Roche	Taleo	836
6	Ernst & Young	Taleo	834
7	BASF	SAP	800
8	Total	Homegrown	788
9	Vodafone	Peopleclick	786
10	ABB	SAP	784
11	Daimler	Homegrown	772
12	HOCHTIEF	HR Software	764
13	HSBC	Taleo	758
14	BMW	SAP	751
15	Mars	Taleo	748

Rank	Company	Service Provider	Score
16	AXA	Stepstone - iGrasp	748
17	3M	Taleo	746
18	Ericsson	Taleo	741
19	AstraZeneca	Stepstone - iGrasp	736
20	Philips	Peopleclick	733
21	Johnson & Johnson	Taleo	729
22	UBS	Kenexa - Brassring	724
23	Deloitte	GTI	721
24	Siemens	SuccessFactors	719
25	J.P. Morgan	WCN	719
26	Bombardier	Taleo	717
27	Akzo Nobel	WCN	714
28	GE	Kenexa - Brassring	712
29	Société Générale	Jobpartners	710
30	Procter & Gamble	Taleo	708

Online application evolvment & Candidate experience

EVERYBODY

is working on it

Online application evolvment & Candidate experience

ONLINE APPLICATION

is a key part of your

EMPLOYER BRANDING



CERN Recruitment
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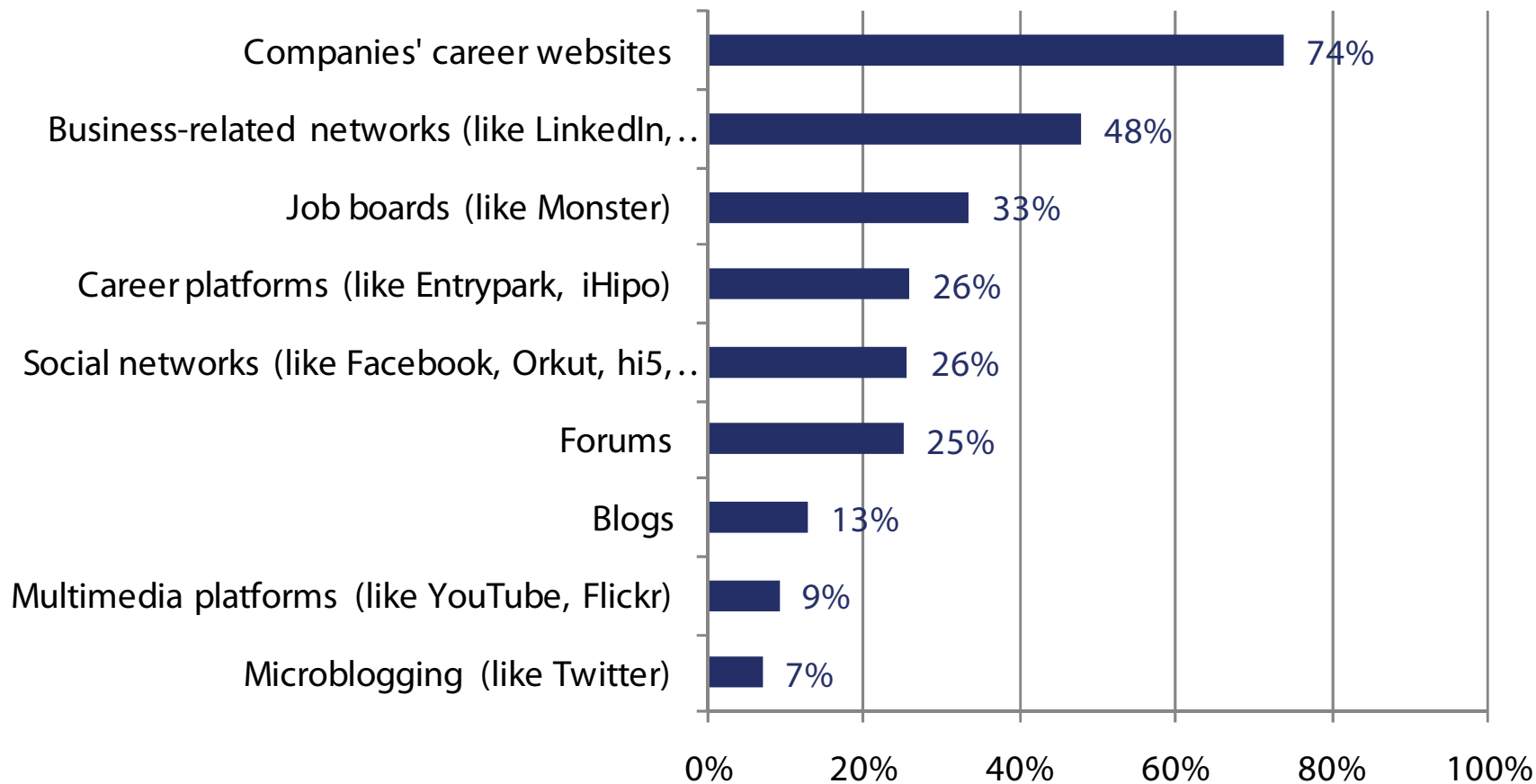


The Jobseekers' Perspective

3. Social Media & Mobile

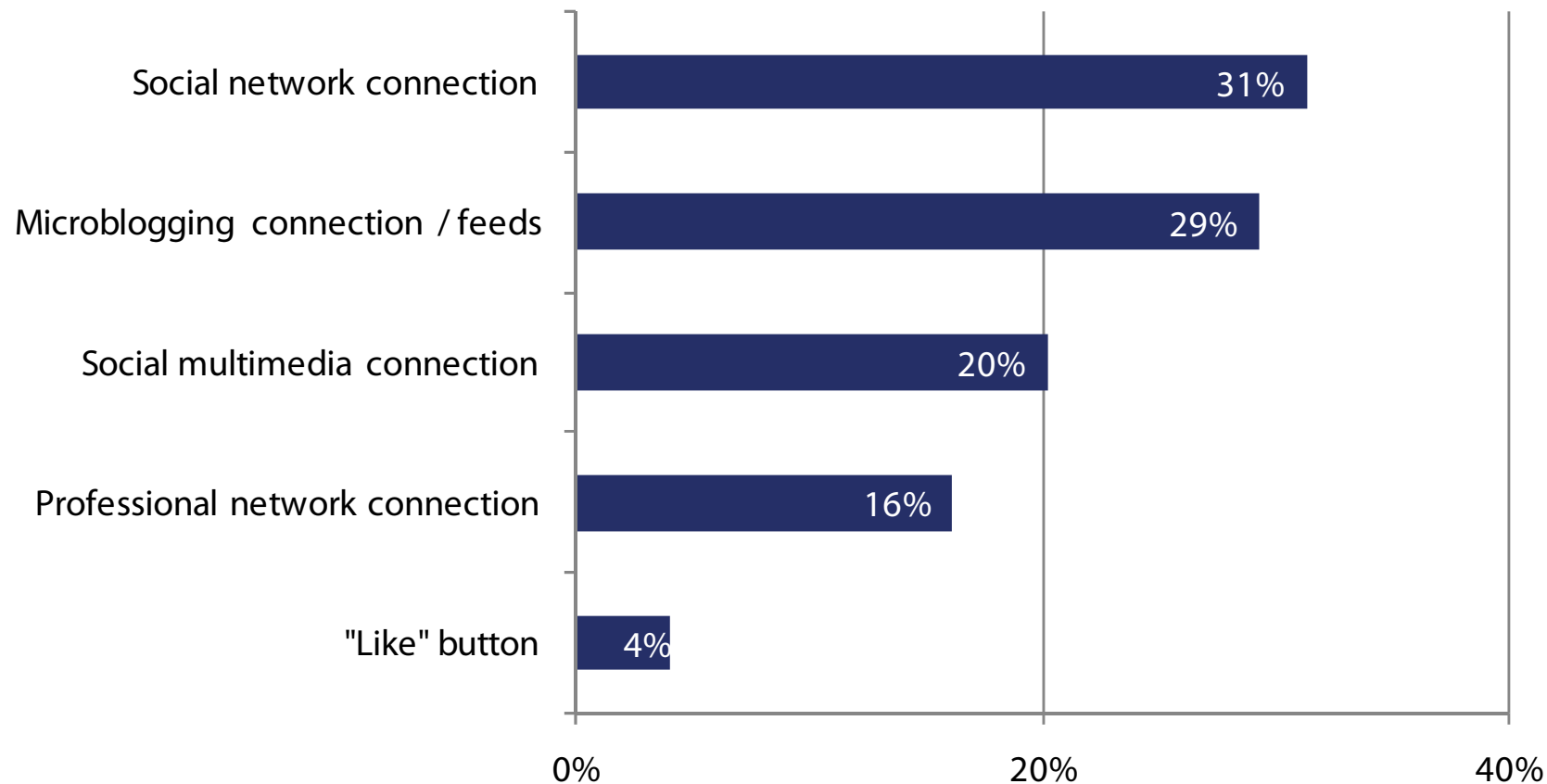
Talent interactions

Where students want to interact with employers...



... and where European career websites link

Out of the Top 100 career websites in Europe



Opinions about social media interaction

Privacy

Complementarity
with other channels

FACEBOOK

Trustworthiness

Career-relevance

From the job seeker's mouth

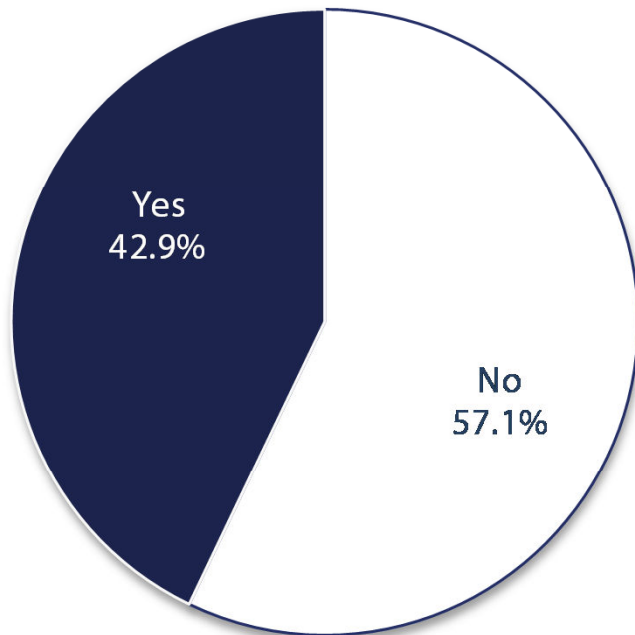


Come as you are, I'll come as I am.

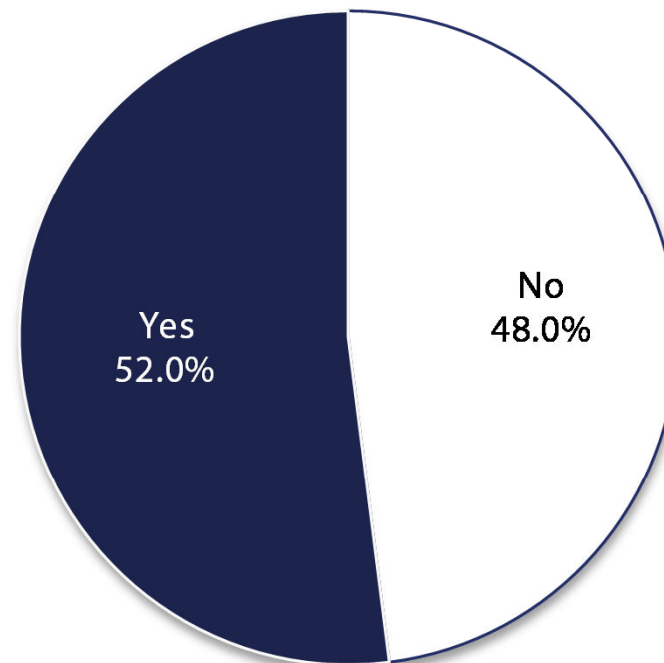
Male Student, Toulouse ICAM

Would you use a mobile version / a job app?

Mobile version of a career website



Job app



S-Com: Best Facebook Career Pages

Categories:

Interaction
Privacy & Credibility
Job Search,
Career Information

- First editions in February 2012

M-Com: Best Mobile Career Websites & Mobile apps

Categories:

Recruiting
Employer Branding
Usability

- First editions in February 2012



**CERN Recruitment
& Sourcing Seminar 2011**



**A holistic approach
to online talent communication**

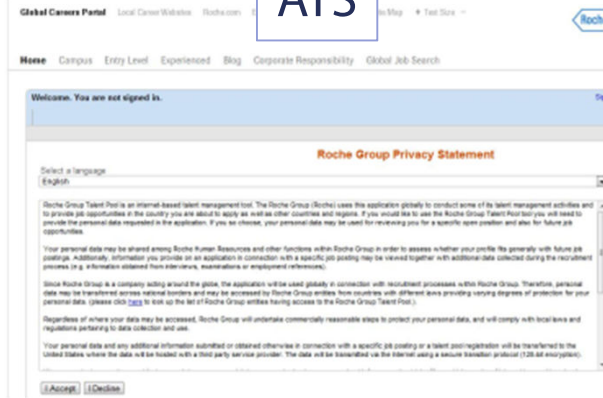
Best practices

Roche: holistic online talent communication

Career website



ATS



Facebook



LinkedIn



Twitter

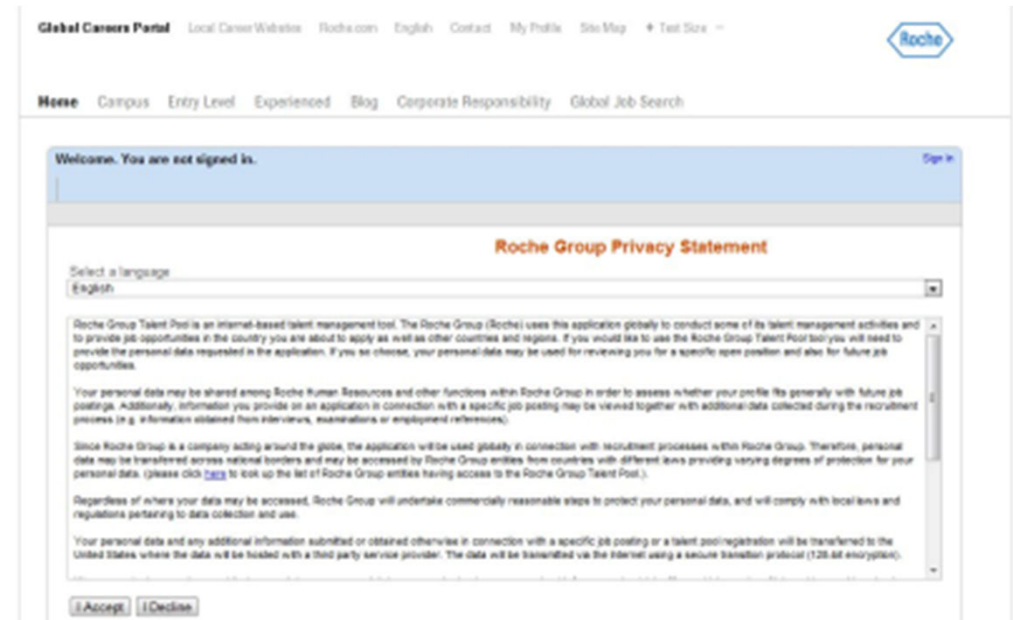
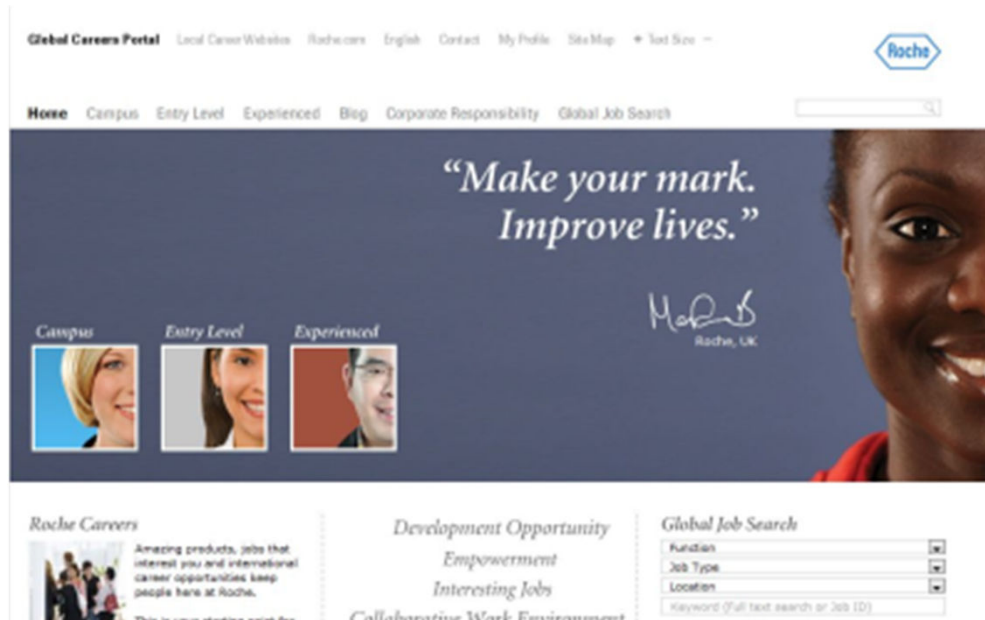


Blog



Career Website, ATS, Facebook Career Page, LinkedIn Career Page, Twitter Career Feed, Career Blog

Roche: Career Website and ATS



<http://careers.roche.com/>

<http://careers.roche.com/wms/extern/talentpool.php?id=mDvd62owXQ==>

Roche: Facebook, LinkedIn

Roche Careers
Biotechnology · Basel, Switzerland

Make your mark. Improve lives.

Christina W.
Roche, Switzerland

<http://roche.jobs>
</RocheCareers>

Science 2011 TOP EMPLOYER

Wall

Roche Careers
Quote of the Week If you think you're too small to have an impact, try going to bed with a mosquito in the room! A. Roddick - <http://ht.ly/63e3D>
Like · Comment · Share · 17 hours ago via HootSuite ·

13 people like this.
Write a comment...

Roche Careers
Are you protecting your profile against recruiters? To be clear: Roche doesn't check your profile on Facebook <http://ow.ly/7HJoA>

Protecting Your Online Reputation: 4 Things You Need to Know [INFOGRAPHIC] on.ly
This infographic shows you how to manage your online reputation, perhaps saving you some embarrassment, or even your career.
Like · Comment · Share · Friday at 8:30am via HootSuite

<http://www.facebook.com/RocheCareers>

<http://www.linkedin.com/company/roche/careers>

LinkedIn Account Type: Basic
Julia Deising · Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More
Companies Search

Companies > Roche
Overview Careers

"Make your mark. Improve lives."
Jan H.
Roche, Germany

Careers at Roche
Working at Roche means working at the forefront of innovation. Over the years, we have often engaged in new market trends or even set them and sometimes created entirely new markets. Our cutting-edge technologies and healthcare solutions were occasionally developed with unconventional methods but always with the highest standard of quality in mind.

Our Diagnostic division is the world leader in in-vitro diagnostics, our Pharmaceutical Division is the No. 1 supplier of cancer medicines. Capitalizing on the exciting possibilities offered by genome research, our diagnostics and pharmaceuticals businesses also work together to develop integrated solutions that can be customized to individual patients' needs.

Last but not least, we continue to grow. In an ever-changing industry, we are able to offer long-term organizational stability while permanently addressing new challenges. You will have the opportunity not only to learn and move forward but also to make your mark.

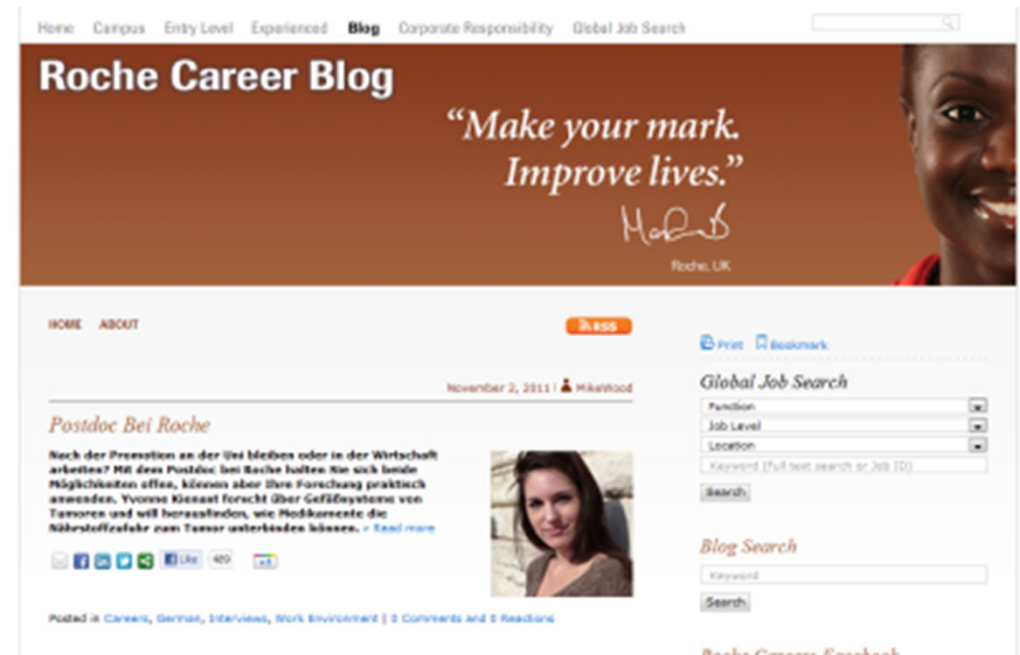
Jobs you may be interested in...
[Außenstellenleiter \(m/w\) Vertrieb Arzt- und Patientensysteme, Region Berlin, Brandenburg, Meckl.](#)

Roche has 27,090 followers
[Follow Company](#) [Share](#)

How you're connected to Roche
2 First degree connections
304 Second degree connections
19,587 Employees on LinkedIn

Check out insightful statistics about Roche employees >
[Learn more about working at Roche](#)

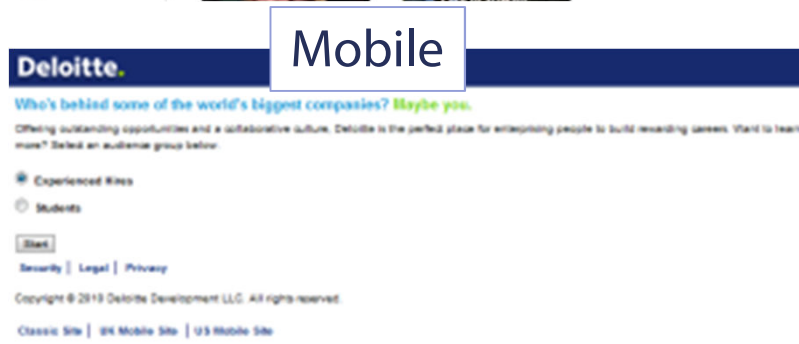
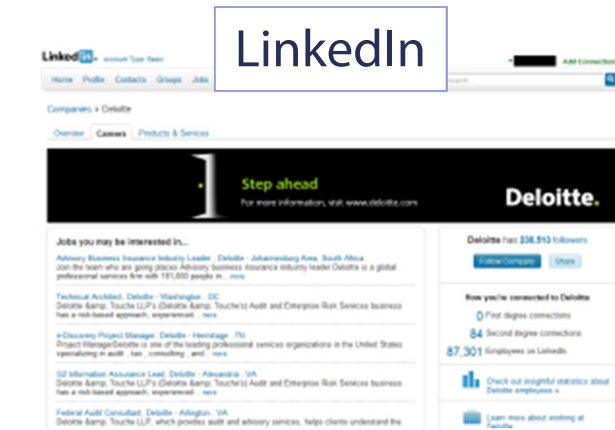
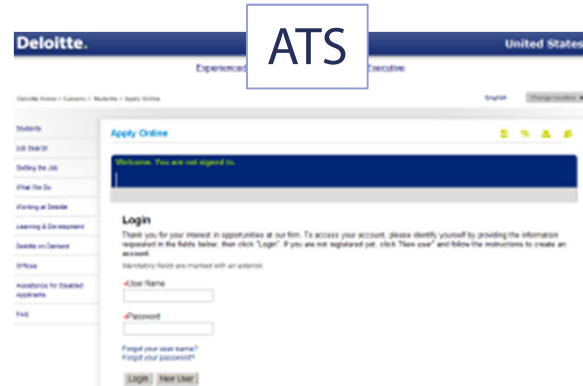
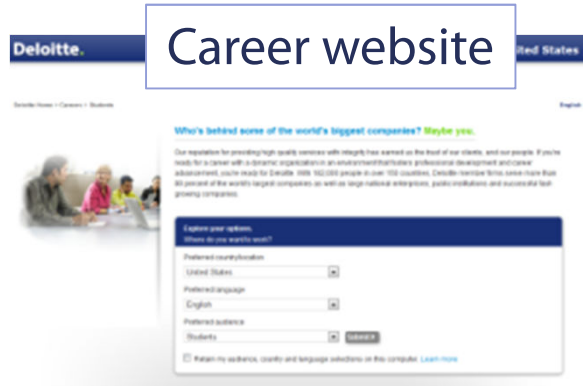
Roche: Twitter, Blog



<http://twitter.com/rochecareers>

<http://careers.roche.com/en/Blog.html>

Deloitte: holistic online talent communication



Career Website, ATS, Facebook Career Page, LinkedIn Career Page, Twitter Job Feed, Mobile Career Site

Deloitte: Career Website and ATS

The screenshot shows the Deloitte career website for students in the United States. The header includes the Deloitte logo and navigation links for 'Experienced', 'Students', and 'Executive'. The breadcrumb trail reads 'Deloitte Home > Careers > Students'. A main heading asks 'Who's behind some of the world's biggest companies? Maybe you.' followed by a paragraph about Deloitte's reputation and 182,000 employees. A form titled 'Explore your options. Where do you want to work?' contains dropdown menus for 'Preferred country/location' (United States), 'Preferred language' (English), and 'Preferred audience' (Students), along with a 'Submit' button and a checkbox to 'Retain my audience, country and language selections on this computer. Learn more'.

The screenshot shows the 'Apply Online' page on the Deloitte career website. The header is identical to the previous page. The breadcrumb trail is 'Deloitte Home > Careers > Students > Apply Online'. A left sidebar lists navigation options: Students, Job Search, Getting the Job, What We Do, Working at Deloitte, Learning & Development, Deloitte on Demand, Offices, Assistance for Disabled Applicants, and FAQ. The main content area features a 'Welcome. You are not signed in.' message and a 'Login' section. The login section includes a thank you message, instructions for logging in, and fields for 'User Name' and 'Password'. There are also links for 'Forgot your user name?' and 'Forgot your password?'. At the bottom of the login section are 'Login' and 'New User' buttons.

<http://careers.deloitte.com/united-states/students/gateway.aspx>

<http://careers.deloitte.com/united-states/students/opportunities.aspx>

Deloitte: Facebook and LinkedIn Career Page

facebook

Deloitte Like

Consulting/Business Services · New York, New York

Deloitte.

Wish you were here.

Visit us worldwide. Use the drop-down menu to travel to our member firms.

Select an official page

YouTube View, subscribe, and rate all Deloitte videos at youtube.com/deloittevideo

Deloitte - It's about your turn

Deloitte - My Deloitte Journey

75,962 like this

1,148 talking about this

50

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 7 Companies News More

Companies > Deloitte

Overview **Careers** Products & Services

Step ahead

For more information, visit www.deloitte.com

Deloitte.

Deloitte has 230,513 followers

Follow Company Share

How you're connected to Deloitte

0 First degree connections

84 Second degree connections

87,301 Employees on LinkedIn

Check out insightful statistics about Deloitte employees »

Learn more about working at Deloitte

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Project Manager Deloitte is one of the leading professional services organizations in the United States specializing in audit, tax, consulting, and... [more](#)

G2 Information Assurance Lead, Deloitte - Alexandria, VA
Deloitte & Touche LLP's (Deloitte & Touche's) Audit and Enterprise Risk Services business has a risk-based approach, experienced... [more](#)

Federal Audit Consultant, Deloitte - Arlington, VA
Deloitte & Touche LLP, which provides audit and advisory services, helps clients understand the

<http://www.facebook.com/deloitte>

<http://www.linkedin.com/company/deloitte/careers>

Deloitte: Twitter Job Feed and Mobile Career Website

The screenshot shows the Twitter profile for DeloitteJobsUK. The header includes the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, and Who To Follow. The profile information shows the name 'DeloitteJobsUK', the handle '@DeloitteJobsUK', and the location 'United Kingdom'. A bio states: 'Latest job news and vacancies from @DeloitteUK. Find out more about the career opportunities available across Audit, Tax, Consulting and Corporate Finance. http://www.deloitte.co.uk/graduates'. There is a 'Follow' button and a 'Tweet to @DeloitteJobsUK' input field. The main content area displays a list of tweets, with the most recent one mentioning '#Deloittejobs - Drivers Jonas Deloitte 2012 vacancies are now open. To find out more and apply: bit.ly/pKigif'.

The screenshot shows the mobile career website for Deloitte. The header features the 'Deloitte.' logo. Below it is a headline: 'Who's behind some of the world's biggest companies? Maybe you.' The main text reads: 'Offering outstanding opportunities and a collaborative culture, Deloitte is the perfect place for enterprising people to build rewarding careers. Want to learn more? Select an audience group below.' There are two radio button options: 'Experienced Hires' (selected) and 'Students'. A 'Start' button is located below these options. At the bottom, there are links for 'Security | Legal | Privacy', a copyright notice 'Copyright © 2010 Deloitte Development LLC. All rights reserved.', and three site options: 'Classic Site | UK Mobile Site | US Mobile Site'.

<http://twitter.com/#!/DeloitteJobsUK>

<http://careers.deloitte.com/mobile/index.aspx>

Talent Interaction tools becoming part of your Employer Branding



Mobile

Social Media

Online Application Systems

Corporate Career Websites



CERN Recruitment
& Sourcing Seminar 2011



Do you **look** for
talent ...or **does**
talent **look** for **you?**

Thank you