

TALENTSOFT, DRIVING THE EMPLOYER BRAND OF ONE OF THE LARGEST EMPLOYERS IN FRANCE



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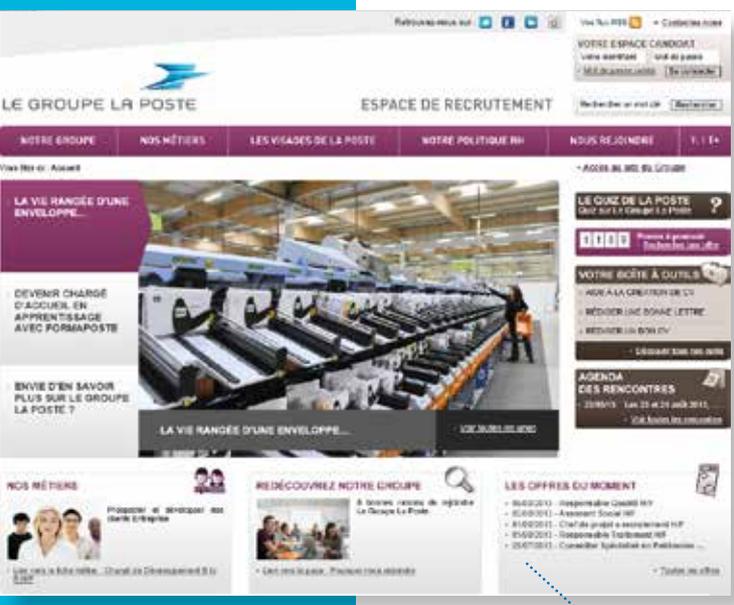
La Poste Group is a European service leader, both in terms of achievements and ambition, through its 4 main business areas: Mail, Parcel Service, Postal Agencies (17,000 contact points), and banking with La Banque Postale. The Group offers more than 5,000 new positions each year, at all levels, from those requiring no formal qualifications to those requiring a Master's degree or higher!

In 2008, La Poste Group decided to launch a tender to completely overhaul its Careers Site to meet its resource requirements, revive its in-house competencies and enhance its image. After consultation with several software providers, La Poste Group decided to entrust the management of its online job offers and applications to TalentSoft.

- PROJECT SCOPE**
- ✓ TS and TS mobility
 - ✓ 250 professions and subsidiaries
- LA POSTE GROUP IN BRIEF**
- ✓ Business sector: Service
 - ✓ Number of employees: 260,000
 - ✓ Scope: 40 countries
 - ✓ Careers site: <http://www.laposte.fr/recrute>

Choosing an innovative solution

The Employer Brand Department is linked to the Group's Human Resource Department, a cross-divisional department serving the Group's 4 business units. This central position enables the Employer Brand to be the primary focus for current projects, aiming to ensure image consistency and brand presence, but also design recruitment tools and drive its online recruitment. With an anticipated 15,000 job offers between 2012 and 2014, the La Poste Group quickly realised the need to develop its presence on social media. "With this in mind, it was in our interest to choose a provider that could match our ambitions and meet our high demands in terms of ergonomics and expanding towards a varied ecosystem," declares Véronique Jau-Poupineau, Employer Brand Department Manager.



The La Poste Group Careers Site

REMEMBER

“TalentSoft’s technology and expertise has helped us to create an innovative and effective Career website that matches our ambitions

“We hope that our Careers Site will be at the heart of La Poste Group’s employer image viral marketing system.

PLUS POINTS

- ✓ A Careers Site connected to social networks
- ✓ More than 5,000 job offers each year
- ✓ Site accessible to people with disabilities
- ✓ 1st and 2nd for best applicant site in 2012 and 2013*

WHAT ARE THE RGAA STANDARDS?

The “Référentiel Général d’Accessibilité” (General Accessibility Framework) is designed to define technical accessibility to online services for all, providing equal rights and opportunities.

Compulsory for public websites since the introduction of article 47 of the act on the 11th of February 2005

A career website connected to a varied ecosystem

Present on the most active social media, La Poste Group was **the first French company to connect its applicant tracking system to professional social networks**. This means that applicants can download their profiles/CVs from Viadeo and LinkedIn then complete their applications in the career website online form. “TS recruitment’s interconnection with job boards and social media enables us to post our job offers automatically on our career website, then select the appropriate relay websites. Applications are also received centrally within the employer space, allowing the quantitative and qualitative monitoring of applications in each medium.” explains Véronique Jau-Poupineau.

An award-winning and accessible career website

A few months after it went live, the success of the project was already measurable. **La Poste Group’s recruitment website went straight to 1st place in the Apollo* 2012 classification** and, in 2013, its career website was in the top 10 Best French career websites** according to the research firm PotentialPark. The career website has nearly 10 million pages viewed per year and more than 1.3 million visitors, with a peak of 10,000 to 20,000 visits per day.

One of the Group’s main aims was to offer a unique experience through its career website, promoting equal opportunities. **TalentSoft is one of the only publishers to create a career website in line with the RGAA (Référentiel Général d’Accessibilité des Administrations) digital accessibility standards Silver level** (see opposite). In addition to practical functionalities such as the creation of a personal account or the management of job opportunity alerts, the website offers new services with added value for online applicants throughout the application process, such as help for the writing of their CVs. To conclude, La Poste Group, involved in experiments with anonymous CVs in various capacities, is ready to offer an anonymous recruitment process, should political priorities move in that direction.

*Applying Online and Loving it - The Online Application & ATS Study - PotentialPark

**TEWeB - Top Employer Web Benchmark - PotentialPark

THE SOLUTION 

Integrated

Collaborative and integrated, the TalentSoft software suite delivers **a perfect balance between performance management and jobs and skills planning**. It places employee development at the heart of the company’s HR policy. **Connected to social networks** and drawing on good practices, it is revolutionising HR processes and the decision-making experience.

TalentSoft is optimised worldwide for the Cloud thanks to its partnerships with Microsoft and Agarik (Bull).

More than 3 million users are connected to TalentSoft in 100 countries.