



Sector

- Service Provider

Initial Situation

- Highest requirements for recruiting process
- Many different software tools
- Time-consuming campaign control

Role of legodo

- Software manufacturer and vendor
- Consulting and training of business users

Advantages

- Provides seamless communication process
- Offers flexibility with extensive design possibilities
- Introduces effective controlling features
- Saves up to 40 person days in campaign setup and execution



The New Generation of Candidate Relationship Management

Especially service providers express the need to keep up the stream of highly qualified job candidates. The solution is candidate management with an individually adapted communication which differs from other companies.

Employees ensure success

The world's leading service enterprise with its demanding top clientele sets the benchmarks for professional corporate governance. Due to the special characteristics in the service business and the commitment to highest professional standards, employees take the central role in the company.

Already in the recruiting process, candidates with excellent accomplishments and qualifications who fulfill the highest requirements are sought after. The communication with such a courted target group requires an individual and first-class communication.

Individual Candidate Communication

With the implementation of Candidate Relationship Management based on Siebel CRM (Oracle) the standard tools of a CRM-system for candidate communication were used. But these tools did not suffice the requirements of the recruiting department in terms of individuality and dynamics.

To automate the candidate communication with individually generated texts and to integrate these processes into existing business processes, design possibilities which reach much farther than plain text in emails were desired. These possibilities should also be able to support illustrations as well as PDF files.

The different tools that were utilized during this process posed another challenge:

- Run segmentation in Siebel CRM
- Export data to Microsoft Excel
- Process data in Microsoft Word
- Manually trigger dispatching in Lotus Notes

legodo provides a seamless communication process

The legodo Software was launched within a few months for 100 workplaces at different sites in Germany. A system built-on four different applications was replaced by a single integrated Oracle-Siebel-system. The Software allows the company to individualize its communication in a way that the content is generated dynamically according to the recipient.

With the legodo Rule Engine and the introduction of new intelligent text blocks, the number of 500 multilingual templates could be reduced to 100. The business department plans to decrease the number of templates to a total of 10 for all individual correspondence and the campaign management in the recruiting process, latter of which sends 90% via email. Today's campaigns alone include 75,000 emails p.a. being processed and sent automatically.