



milch & zucker case study: 06/2008

The BeeSite® Recruiting Edition by milch & zucker: Bringing companies and candidates together.

Hobsons brings together ambitious job-seekers and companies requiring high-quality manpower. How? By using a high-performance tool designed specifically for this purpose – the BeeSite® Recruiting Edition. Developed by milch & zucker, this state-of-the-art software package makes it possible for job-seekers to avail themselves of numerous job opportunities simultaneously. Hobsons' new and highly unusual process is an ideal addition to the very topical field of talent management, introducing a method that opens up new possibilities for both companies and candidates.

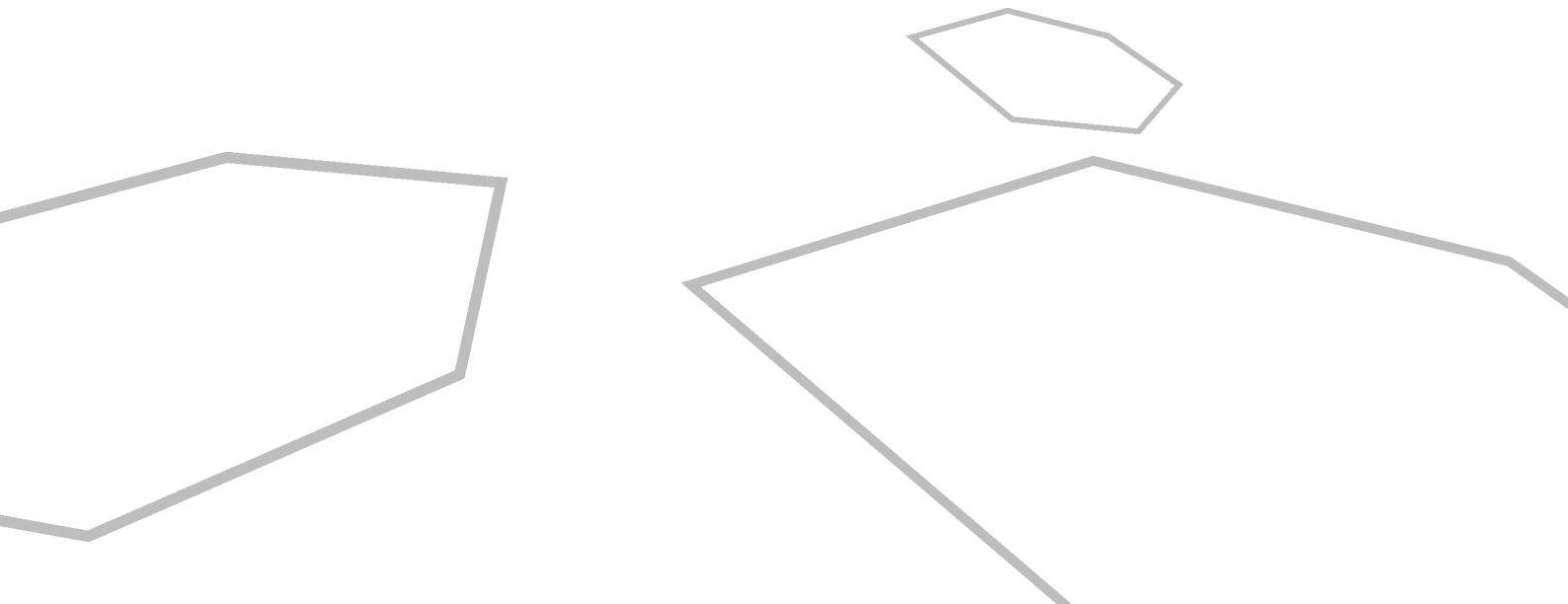
Hobsons:

A leader in all matters of recruiting.

Hobsons (www.hobsons.de) is one of Germany's premier providers of recruiting services. The company uses recruiting events, such as the "Hobsons Absolventenkongress", diverse print products targeting entry-level candidates, a career portal on the Internet and individually conceived marketing and recruiting services to bring together university graduates, young professionals and companies seeking new recruits. To do so, Hobsons applies a variety of means and measures unique to the German labour market.

Processing more profiles more easily – via a reversed application process.

Students, graduates and young professionals register for job fairs and similar events on the Hobsons homepage. Their profiles are stored in a special talent pool, thereby confirming their intention to participate in one of these events. In a second step, candidates decide on the actual companies and job vacancies interesting to them. In effect, candidates apply for multiple vacancies simultaneously. The "brokerage" service provided by Hobsons does not target any one particular vacancy, but rather the recruiting event as a whole. It is at these events that Hobsons then brings the company and the candidate together.



Due to the increasing number of profiles accumulating in its talent pool, the continuous demand for suitable candidates and the sheer number of parallel applications, Hobsons was forced to revise their process planning approach. Their objective? Facilitating the handling of large numbers of profiles of dissimilar status. While one company may have already sent out an invitation to a candidate, another firm may not even have begun processing the application, while a third may have already determined it for rejection. Simplifying and shortening the candidate selection process for Hobsons' corporate clients was the key task of the overall modification process. The new software solution now interacts with the existing talent database as well as Hobsons' ERP system for clients and events.

High demands of performance and functionality.

Mr. Kai Hensing, IT projects manager at Hobsons, summarises the technical attributes required of the new software programme: "We need automated processes, a simpler selection process and improved services for applicants registering with our talent pool. We are also looking to facilitate the overall process for our corporate clients, who have access to the system as well." Due to the large number of multiple-vacancy applications, the new software must be able to process applicant data in cumulative form, thus making it possible for Hobsons to process numerous candidate profiles in a single step. Furthermore, the software must be able to interconnect with the existing system for events and with the talent pool.

The solution:

Guaranteeing an optimised workflow.

By deciding on milch & zucker's BeeSite® Recruiting Edition, Hobsons has chosen a comprehensive solution that covers the entire application process. Job advertisements are stored by Hobsons within the system, while applications are assigned to the respective companies and displayed accordingly. The entire workflow is processed by a single system, and includes all correspondence with the applicants. Hobsons' clients are thereby automatically incorporated in the candidate selection process. To facilitate procedures even more, milch & zucker developed a special web service for the problem-free transmission of applicant data between the existing systems.

New efficiency thanks to individuality and transparency.

The BeeSite® Recruiting Edition facilitates work processes while providing Hobsons with a greater degree of transparency in the selection process. Corporate clients are provided direct access to talented job candidates. At the same time, applicants registering with the talent pool are able to reap the benefits of Hobsons' improved services.

The screenshot shows the Hobsons website interface. At the top, there is a navigation menu with options like 'Bewerbung', 'Basisdaten', 'Allgemeine Fragen', 'Schule/Studium', 'Berufserfahrung', 'Qualifikation', 'Interessen', and 'Dokumente'. Below this, there is a section titled 'Hobsons - Die Karriereschmiede' with a sub-header 'Unternehmen/Stellen auswählen: Hobsons Career Summit 2008'. A message asks users to select job offers they want to apply for, with instructions on how to use the 'X' and 'I' icons. Below this is a table of job listings with columns for 'Unternehmen', 'Stellenbezeichnung', and 'Anschreiben'. The table contains several entries, each with a checkbox and an 'X' icon. At the bottom of the page, there are buttons for 'SCHLIESSEN', 'ZURÜCK', and 'BEWERBUNG ABSENDEN', along with a footer containing '© Hobsons | Impressum | Datenschutzerklärung'.

Unternehmen	Stellenbezeichnung	Anschreiben
<input checked="" type="checkbox"/>	Direktinstieg als Junior-Berater Geschäftsprozesse oder Informationstechnologie (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg als Associate Consultant / Junior Associate Consultant (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg als Strategieberater (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Festeinstieg als Associate / Praktikum (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg als Strategieberater/-innen (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Traineesprogramm Career Start Junior Consultant (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg ins Consulting (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg als Consultant (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg / Management Consulting (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg als Berater im Advisory (m/w)	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Direktinstieg als Junior Consultant (m/w)	<input type="checkbox"/>

By storing their personal profiles on Hobsons.de, candidates are able to apply for multiple job vacancies at the same time.

"The basic BeeSite® package already provided many of the functions required by our company. This new edition is based on a variety of open-source products and implements standardised interfaces. The BeeSite® Recruiting Edition has met all of the requirements needed for problem-free adaptation to our very individual demands. Best of all, integration into our existing system was performed quickly and easily. What more could one ask for?"

Mr. Kai Hensing
Manager, IT Projects
Hobsons

Faster process runtimes, more precise results.

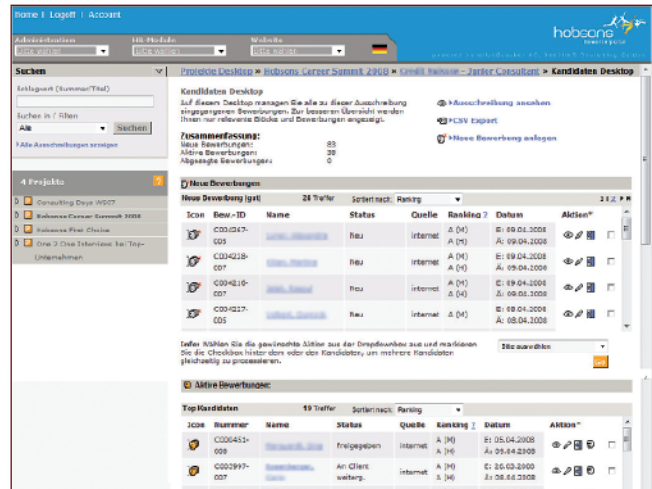
The BeeSite® Recruiting Edition facilitates the automatic matching of candidates with suitable vacancies, and vice versa. It is now possible to match up job specifications with applicant qualifications. The programme also features a special similarity matrix, which determines the suitability of candidate profiles with great precision. Meanwhile, numerous omnibus actions simplify the handling of a candidate's applications for job vacancies or events. Invitations or rejections are sent to applicants simultaneously and in a single step. Candidates, on the other hand, receive an overview of each individual application for a particular event. The documentation of a candidate's application history is yet another excellent feature. It includes details on correspondence and workflow actions.

New functions and shorter processes for companies.

The current version of the BeeSite® Recruiting Edition has significantly improved process runtimes. Candidate data transfer is now even faster. Documents must no longer be printed out and dispatched per regular mail, with companies now able to view CVs approved for open access at their convenience. The back-office function shows all current applications at a single glance. Each company has access to those applications allocated to it and may decide whether to invite/admit applicants to the events in question.

Improved services for applicants.

Job-seekers also reap the benefits of the BeeSite® Recruiting Edition. The data of candidates who have already submitted applications is also included in the talent pool. The talent pool helps to establish relationships with candidates interested in availing themselves of Hobsons' brokerage services. Hobsons, meanwhile, has all the information needed to inform candidates of those job fairs or graduate events that best suit their profiles. Once a suitable event has been ascertained, the candidate is notified directly via e-mail.



The candidate desktop in the back-office shows an overview of applications per job advertisement.



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THE MARKETING & SOFTWARE COMPANY AG
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milch & zucker has been combining the core competencies
of marketing and software development under one roof
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