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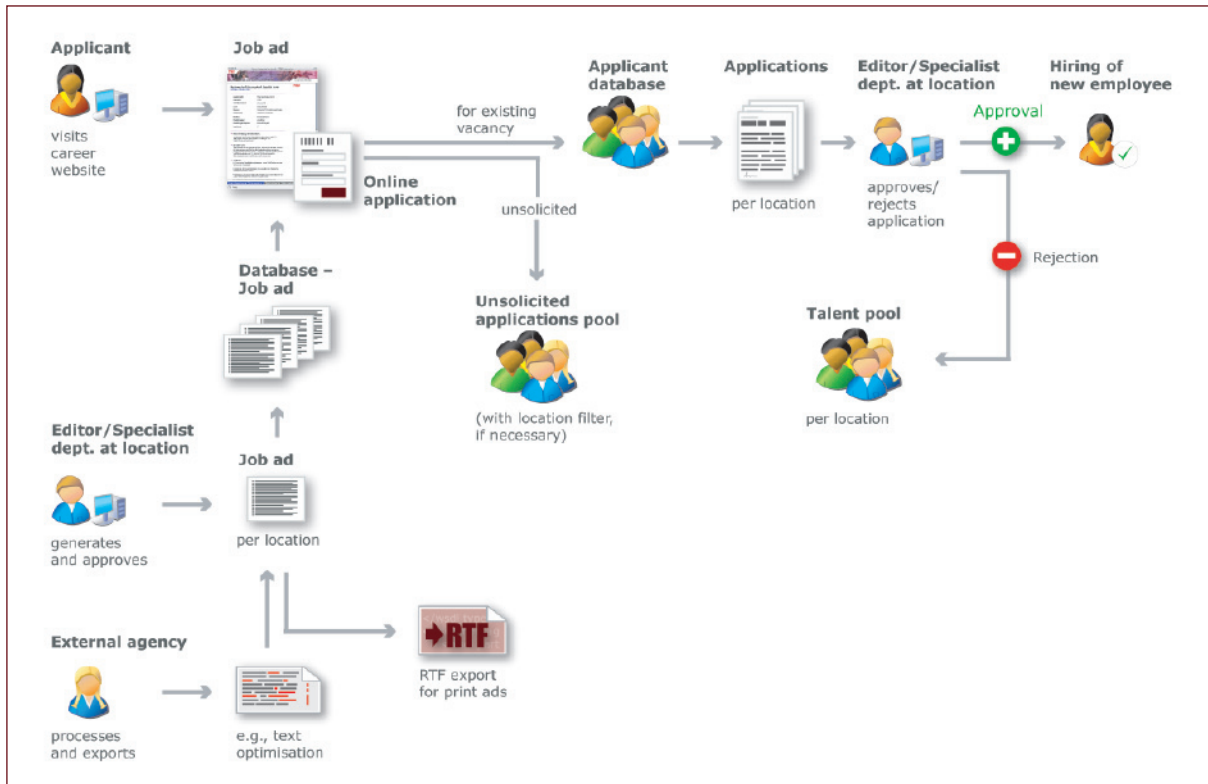
BeeSite® Recruiting Edition for TRW

Automotive parts supplier is fitted with uniform eRecruiting and applicant management system for its 19 Germany-based business locations

With 163 production sites in North and South America, Europe, South Africa and Asia, TRW Automotive ranks among the world's leading automotive component suppliers. Specialising in active and passive automobile safety systems, TRW's presence on the German market includes a total of 19 production sites and some 12,200 employees, an amalgamation of formerly independent SMEs of the German car component industry.

By incorporating milch & zucker's ingenious BeeSite® Recruiting Edition into its corporate website, TRW has introduced its very own high-performance eRecruiting system to the German job market. As a result, TRW has been able to accelerate application processes, facilitate the posting of job advertising and also set up its very own talent pool.





Job posting and applicant management at TRW: Each business location generates its own job ads, partially in co-operation with external agencies, using the BeeSite® Recruiting Edition. Applicants access the job ads of all locations on TRW's career website and may apply online via the career website.

The challenge:

Recruiting highly qualified engineers while modernising processes.

As a car components supplier, TRW offers engineers a wide variety of challenging fields of operation and spheres of responsibility. Nevertheless, when seeking suitable candidates, TRW must do so in competition with leading German car manufacturers. In the past, potential candidates had available to them the online job ads posted by TRW's 19 individual locations. Unfortunately, methods of application were restricted to eMail and regular post, making further processing necessary. TRW soon realised that they would not be able to keep up with their competition while employing such application procedures, especially when considering the ever-increasing demand for highly qualified engineers. And with each HR department of TRW's business locations having its own formats and procedures, the processing of applications and selection of candidates quickly became a very time-consuming task in an industry where time is of the essence.

The tasks at hand:

A single solution perfectly suited for all TRW locations. TRW found itself in dire need of an all-inclusive solution for dealing with a variety of eRecruiting, applicant management and talent relationship management tasks. What's more, this solution needed to be made available to all 19 of TRW's German production sites. It also had to be harmoniously incorporated into the frontend of TRW's corporate website. Applicants were to be given access to TRW's full range of job vacancies via a single, uniform online job board as well as comprehensive opportunities for application. Meanwhile, recruiters and specialist

departments needed to be provided with an easy-to-use backend version for managing recruiting and applicant tracking processes. Further project criteria included the automation of HR-related processes as well as full client capability for the integration of TRW's 19 production sites.

The solution:

Integration of BeeSite® into the existing TRW website and provision of attractive back-office functions for recruiters representing the various TRW locations. The BeeSite® Recruiting Edition offers users a comprehensive range of matching, selection and hiring functions based on a special service-oriented architecture (SOA).

Adherence to TRW's corporate design guidelines

Thanks to the versatile design of the BeeSite® Recruiting Edition, TRW had no problems adhering to the corporate design guidelines stipulated by its American parent company. Now, with its job board fully integrated into the corporate website and featuring user account functions, application forms and job advertisements, TRW is able to offer site visitors a standardised application platform for each of its 19 production sites. Regardless of whether users are browsing through the website's content, form or function areas, they have available to them a homogeneous and well-balanced Internet presentation. Moreover, all of TRW's business locations now post their job ads using special page templates that have been incorporated into BeeSite®'s functionality range. In some instances, agencies are granted access to assist in the job ad creation process. Finally, by bundling process participants and providing appropriate templates, TRW has been able to achieve a uniform approach of job-seekers and potential candidates.



milch & zucker

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milch & zucker has been combining the core competencies of marketing and software development under one roof since 1998, specialising in the areas of human resources marketing and eRecruiting software.

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