FUSION DAYS 2014
CASE STUDY: GLOBAL JOBBOARD

Frank Staffler | Deutsche Telekom AG

Bad Nauheim, 05.11.2014

ERLEBEN, WAS VERBINDET.

TELEKOM
4:21
100%
Frank Staffler
Ich biete
Ich suche
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Leiter Personalmarketing & Graduate Recruiting
Deutsche Telekom AG
Ausbildung
Universität St. Gallen (Schweiz)
DT MBA Program
Universität Hohenheim
Sprachen
ERLEBEN, WAS VERBINDET.
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Leiter Personalmarketing
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xing.com/profile/Frank_Staffler
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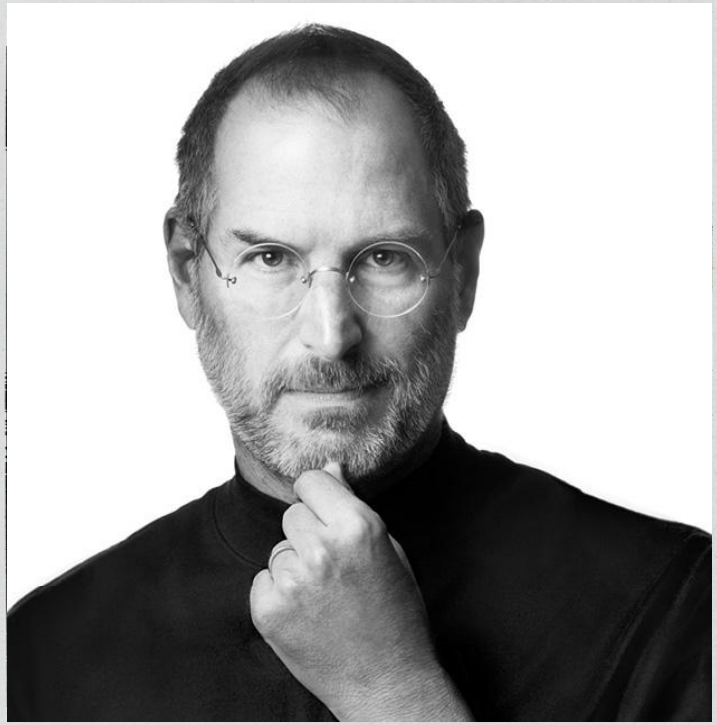
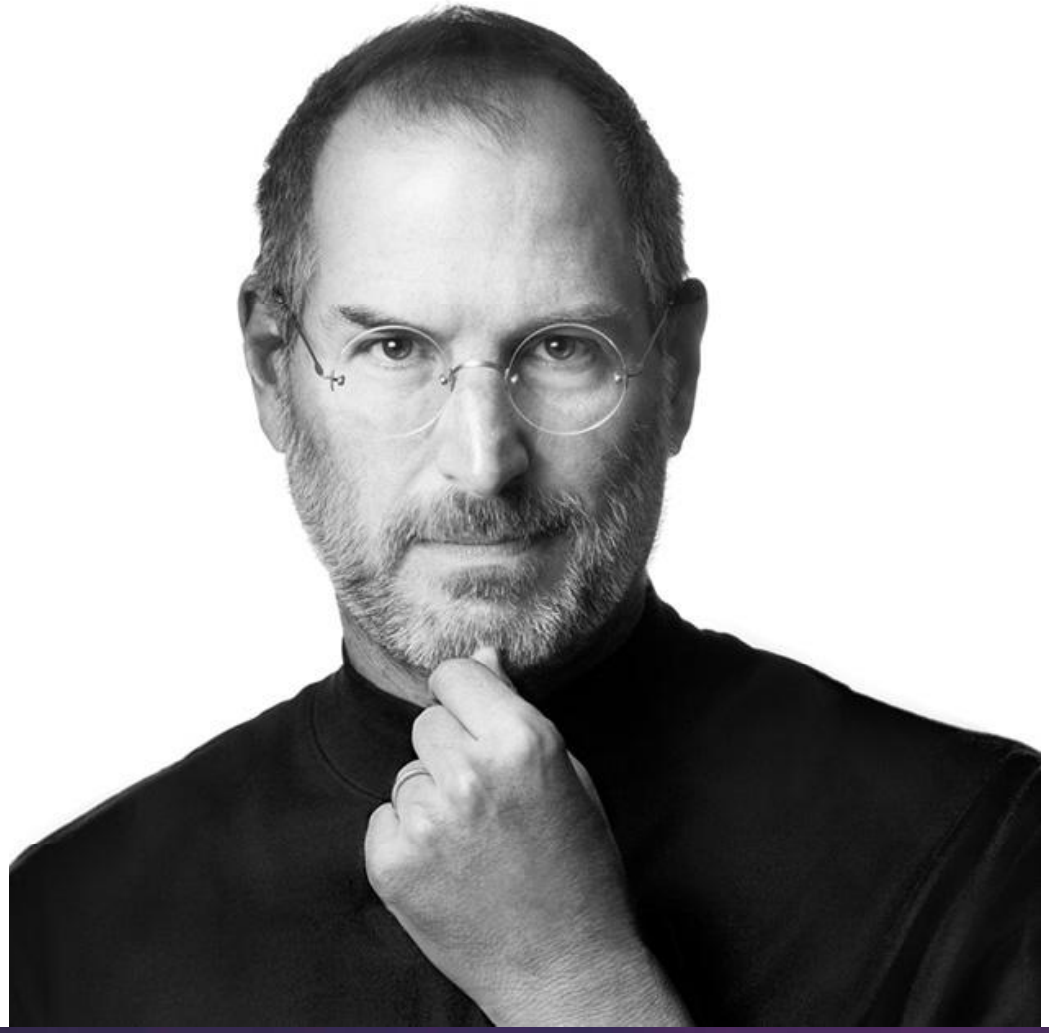
KENNEN SIE DIE?



HIRING THE BEST IS YOUR MOST IMPORTANT TASK!



ÜBERRASCHUNG!

TELEKOM E-RECRUITING SYSTEME

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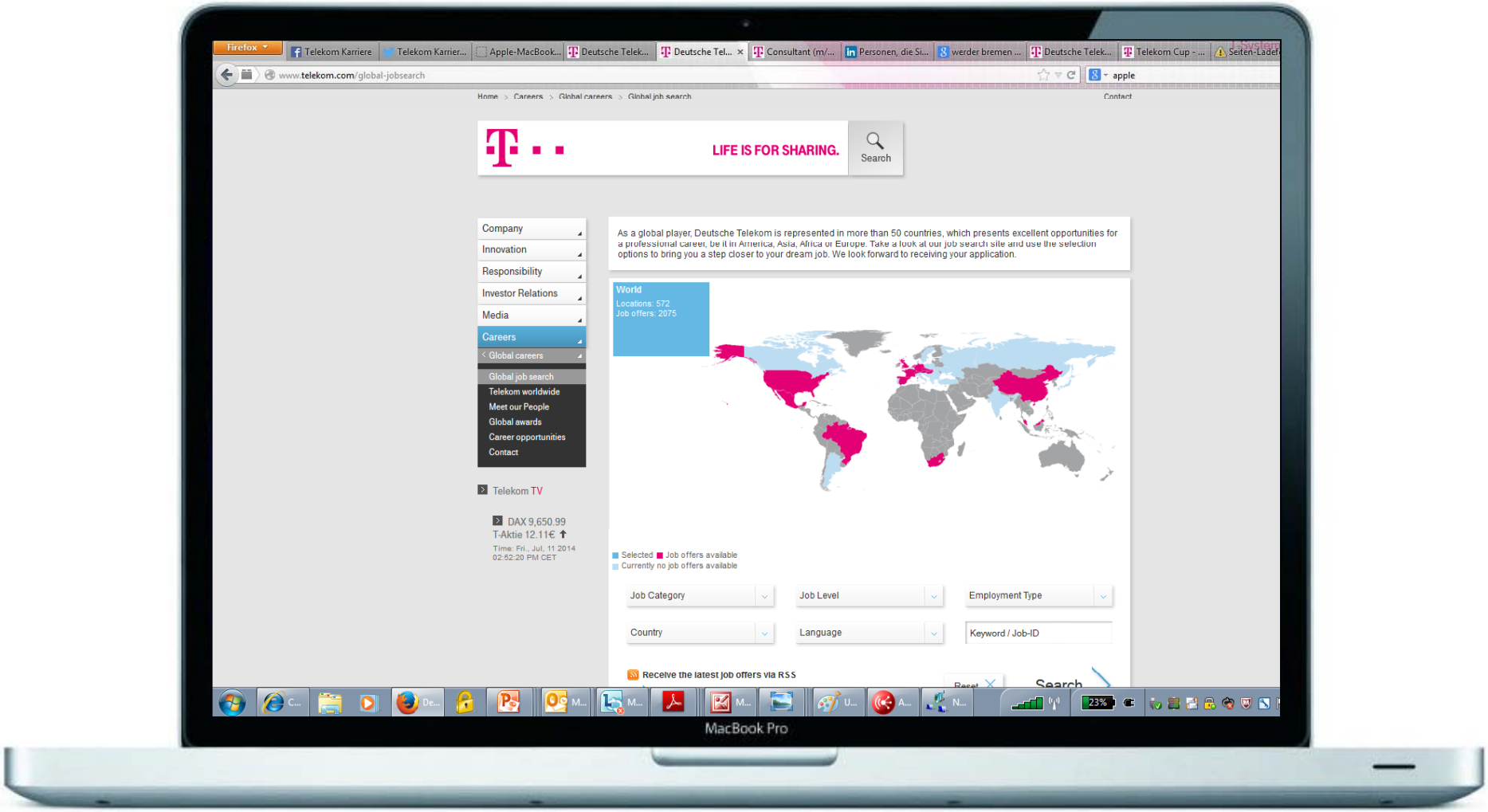
HARD FACTS PROJEKT

- Mehr als 50 Gesellschaften
- 30 Länder
- 25 Sprachen
- 8 unterschiedliche Marken
- 10 unterschiedliche Vorsysteme
- Zwischen 10-20 K Job Postings

GLOBAL JOBSEARCH – STATUS QUO



TELEKOM E-RECRUITING SYSTEME

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An SAP Company

Temptatn
SO SEHEN COOLE ANZEIGEN AUS!
M KM 4563
Condensed 1ntensity. The new BMW 1 Series Coupé.
The new BMW 1 Series Coupé
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Sheer Driving Pleasure

BMW 1er Coupe (white/red/black/blue)

BMW AG is the holding company of the BMW Group with the automobile brands BMW; Mini, Rolls-Royce and sub-brands BMW M and BMW i.
The company´s headquater is located in Munich, Germany.

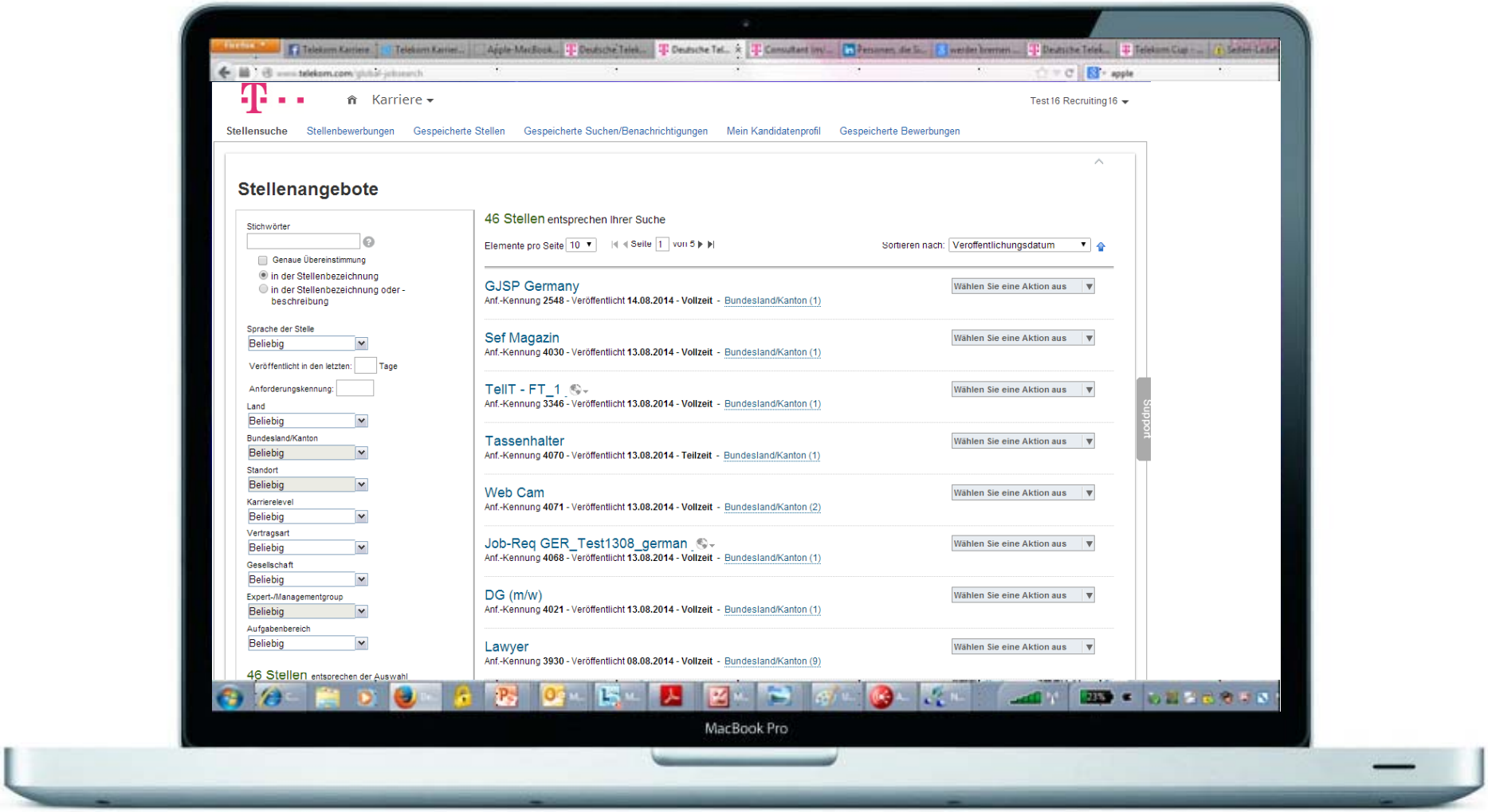
What we expect

- Above-average spending
- Punctual payment of outstanding rates
- Regular garage visits
- Driver´s licence

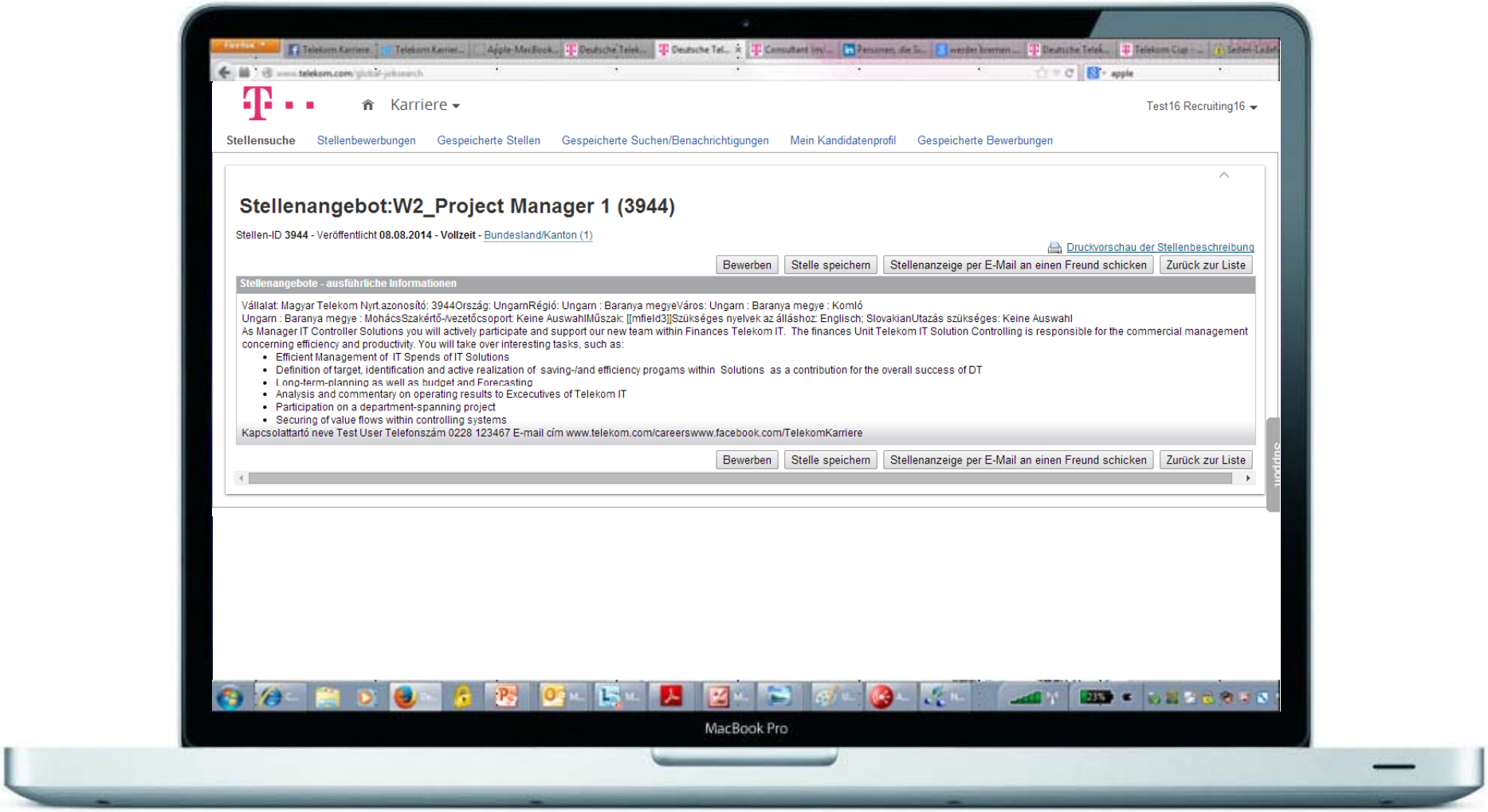
We offer:

- 4 wheels, 2 doors
- Automatic gearbox
- Max. speed 220 km/h
- Fun to drive

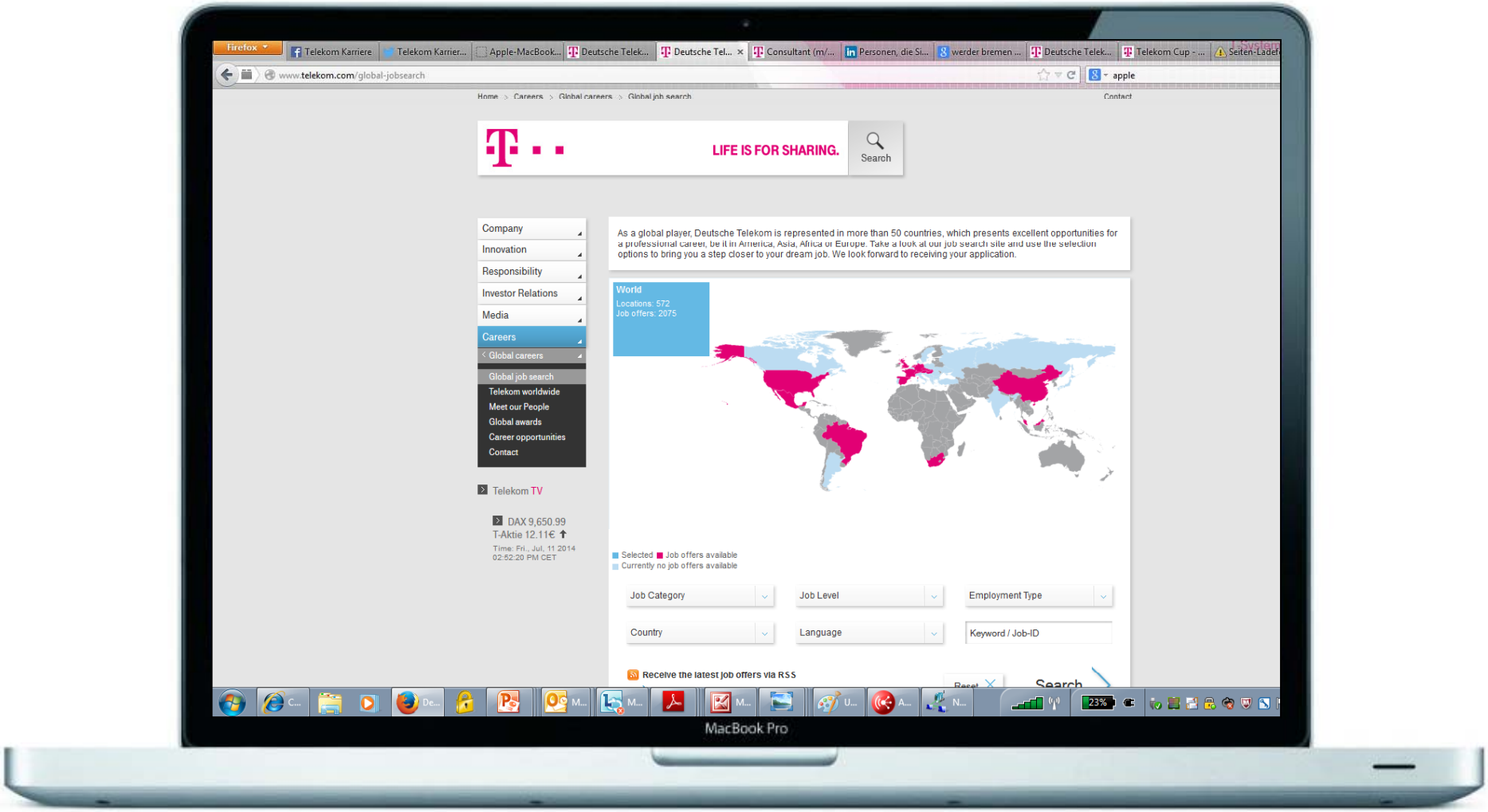
SUCCCESSFACTORS JOB SEARCH



SUCCCESSFACTORS JOB AD



GLOBAL JOBSEARCH – STATUS QUO



GLOBALE KARRIERESEITE

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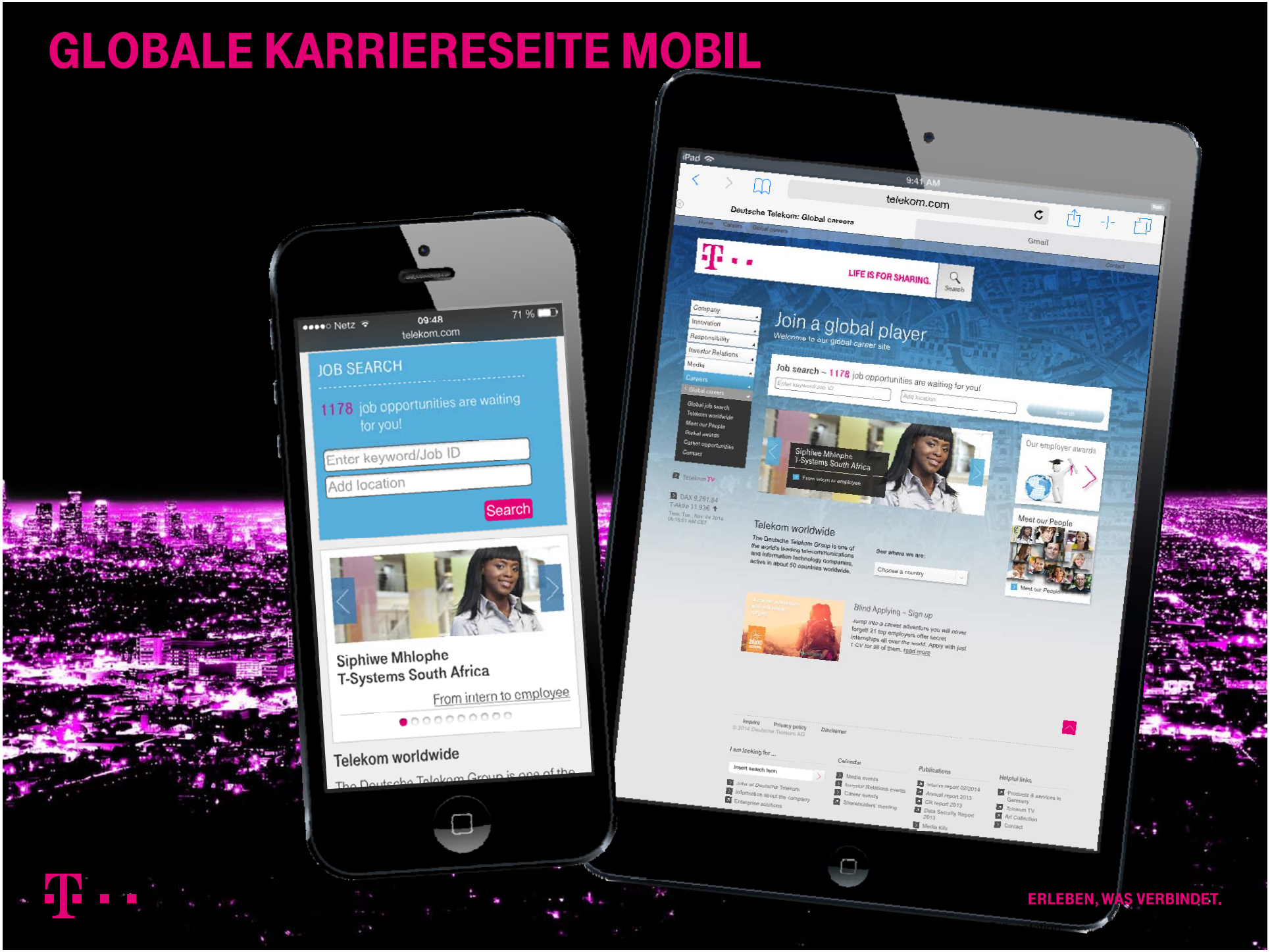
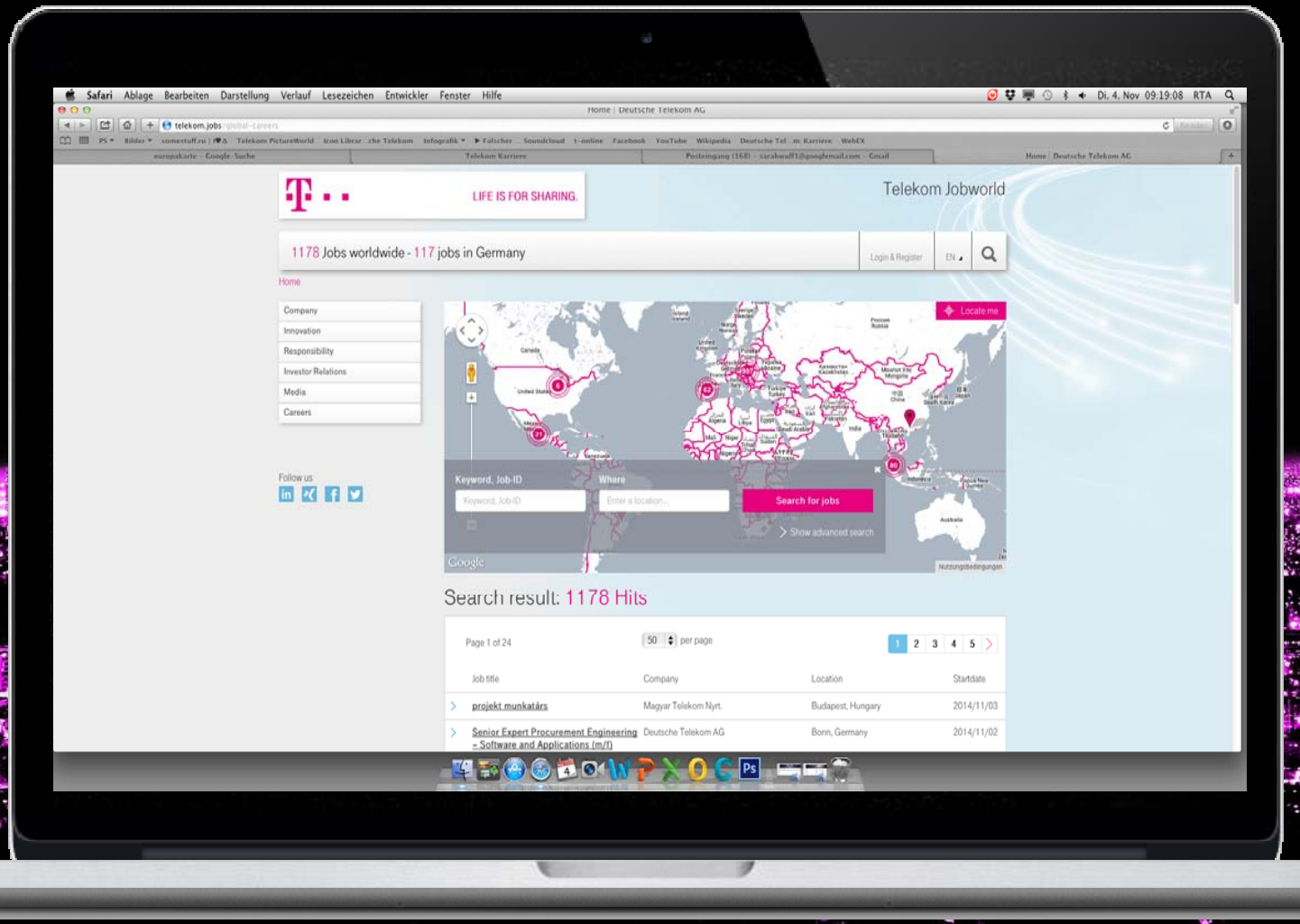
GLOBALE KARRIERESEITE MOBIL



JOBSUCHE STARTSEITE



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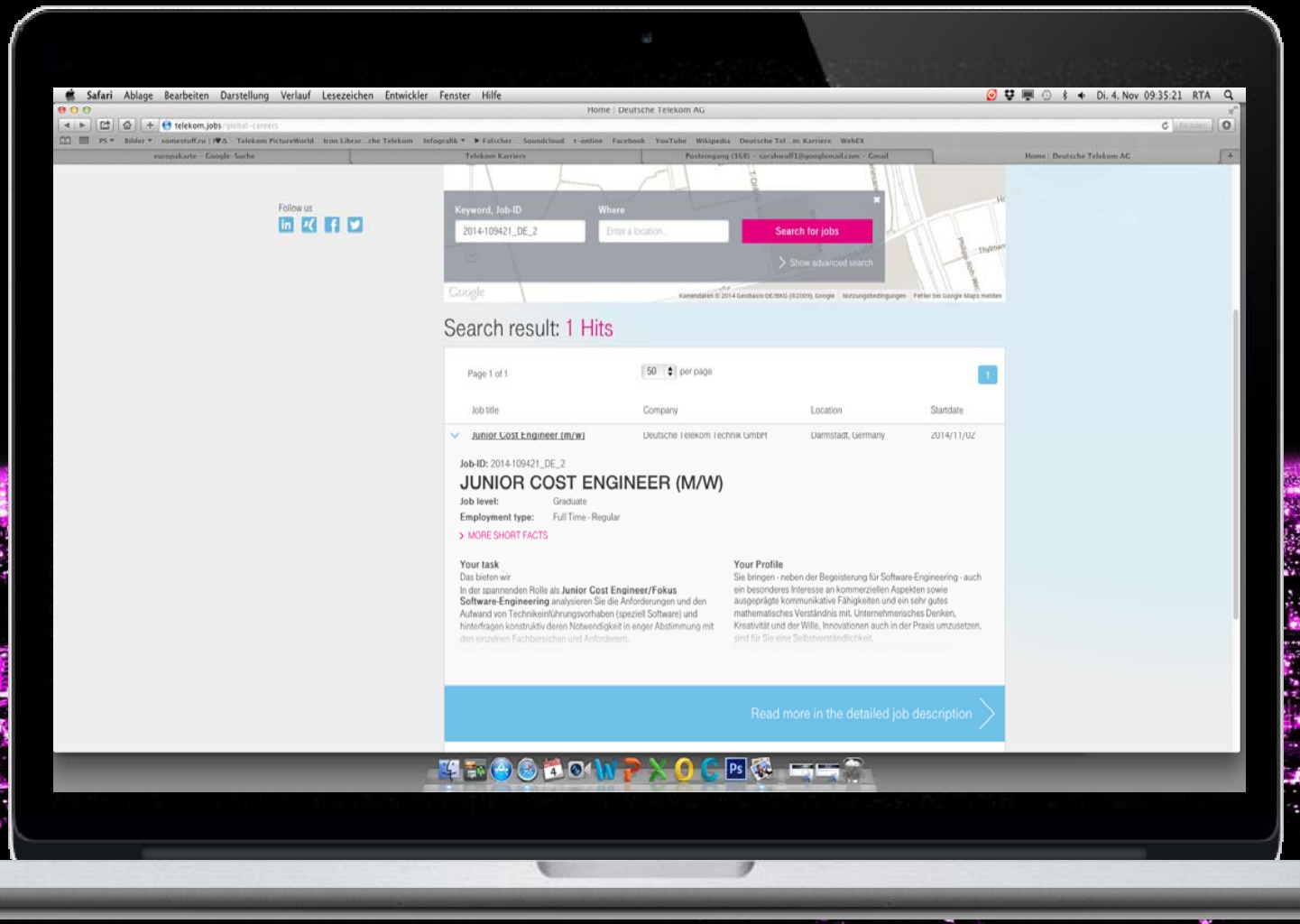
SUCHERGEBNISLISTE STELLENANZEIGE



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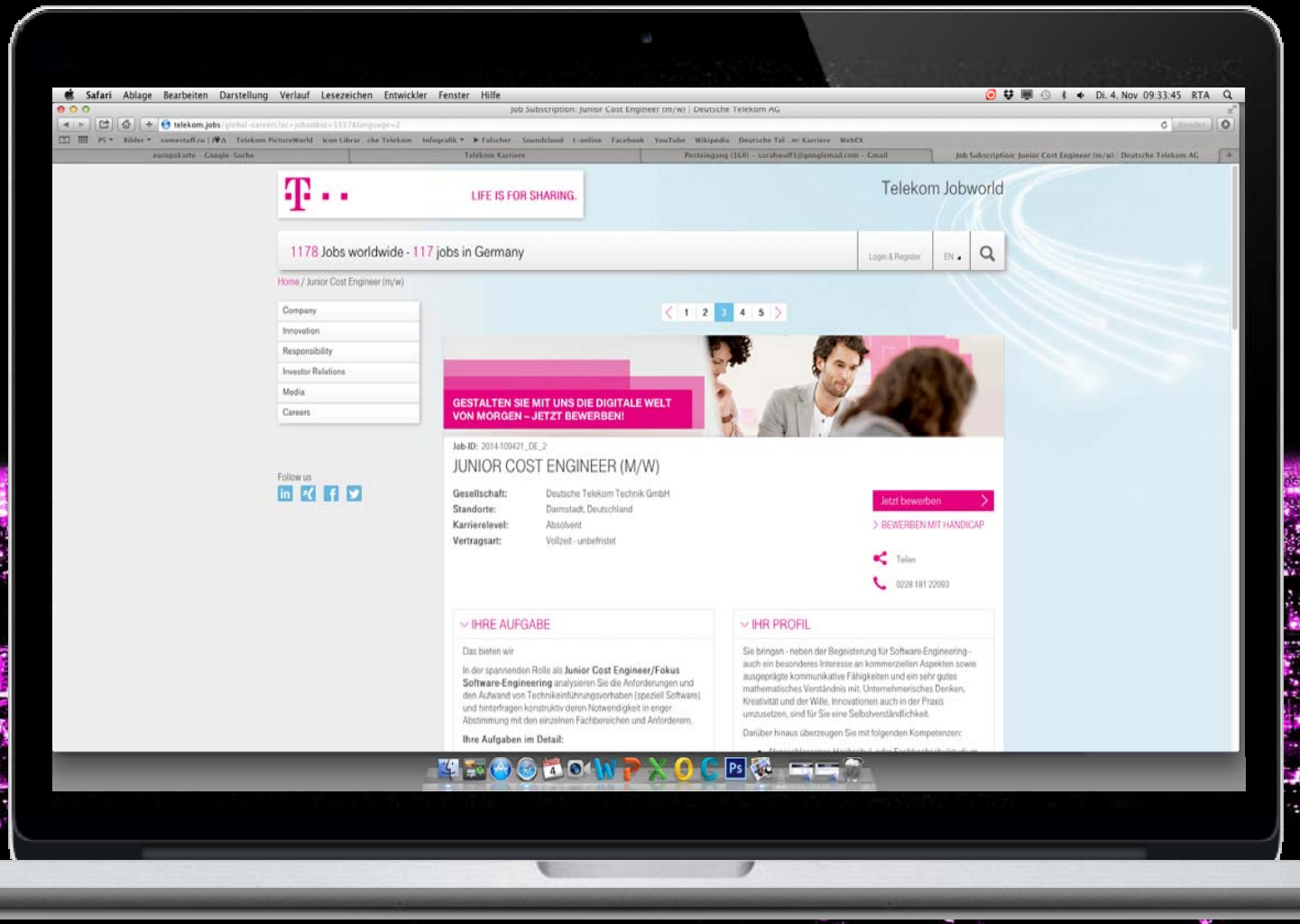
STELLENDETAILANSICHT



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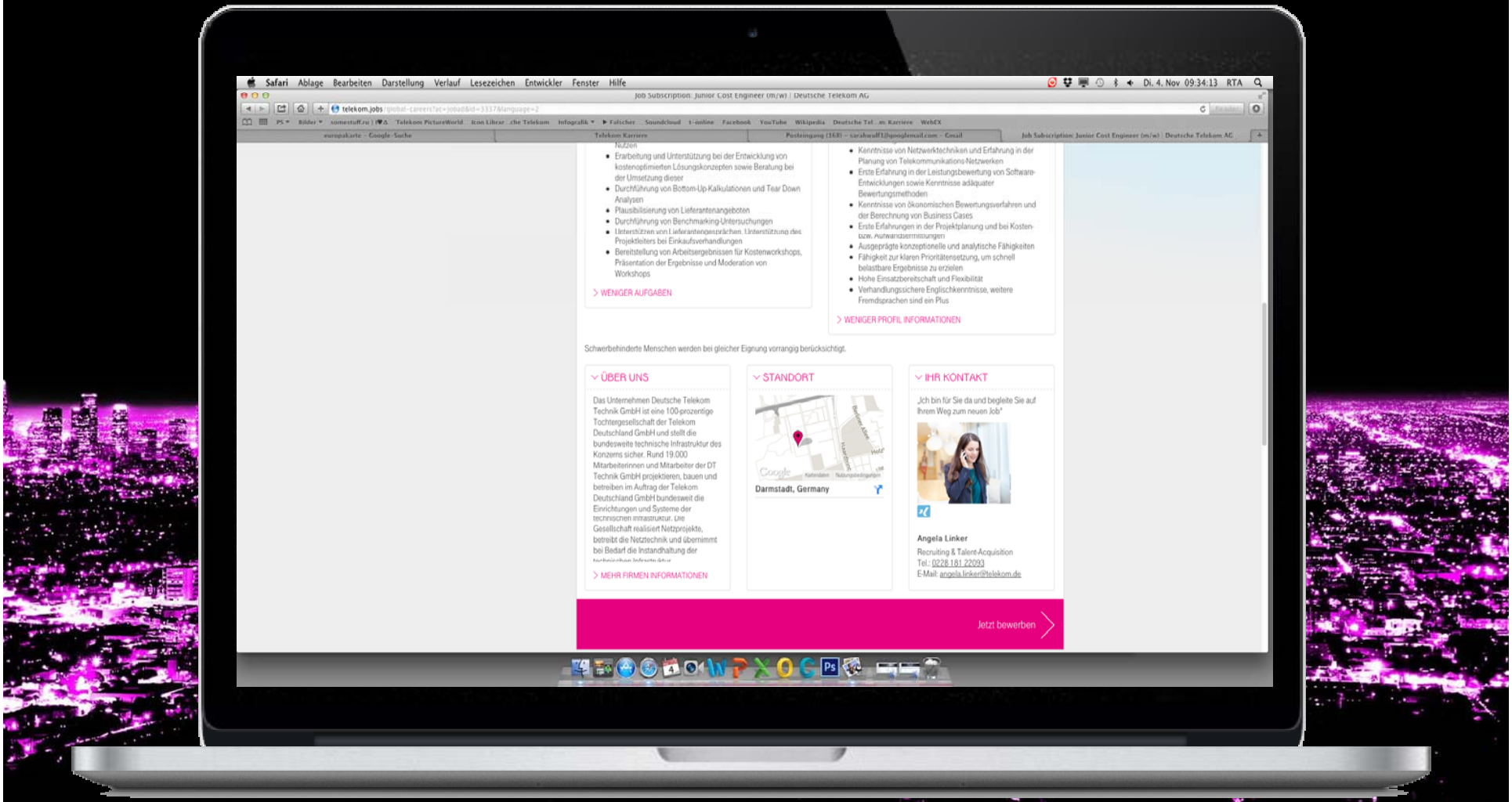
STELLENANZEIGE INTERAKTIVE ELEMENTE



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GLOBALE JOBSUCHE MOBIL

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MOBILE STELLENANZEIGE

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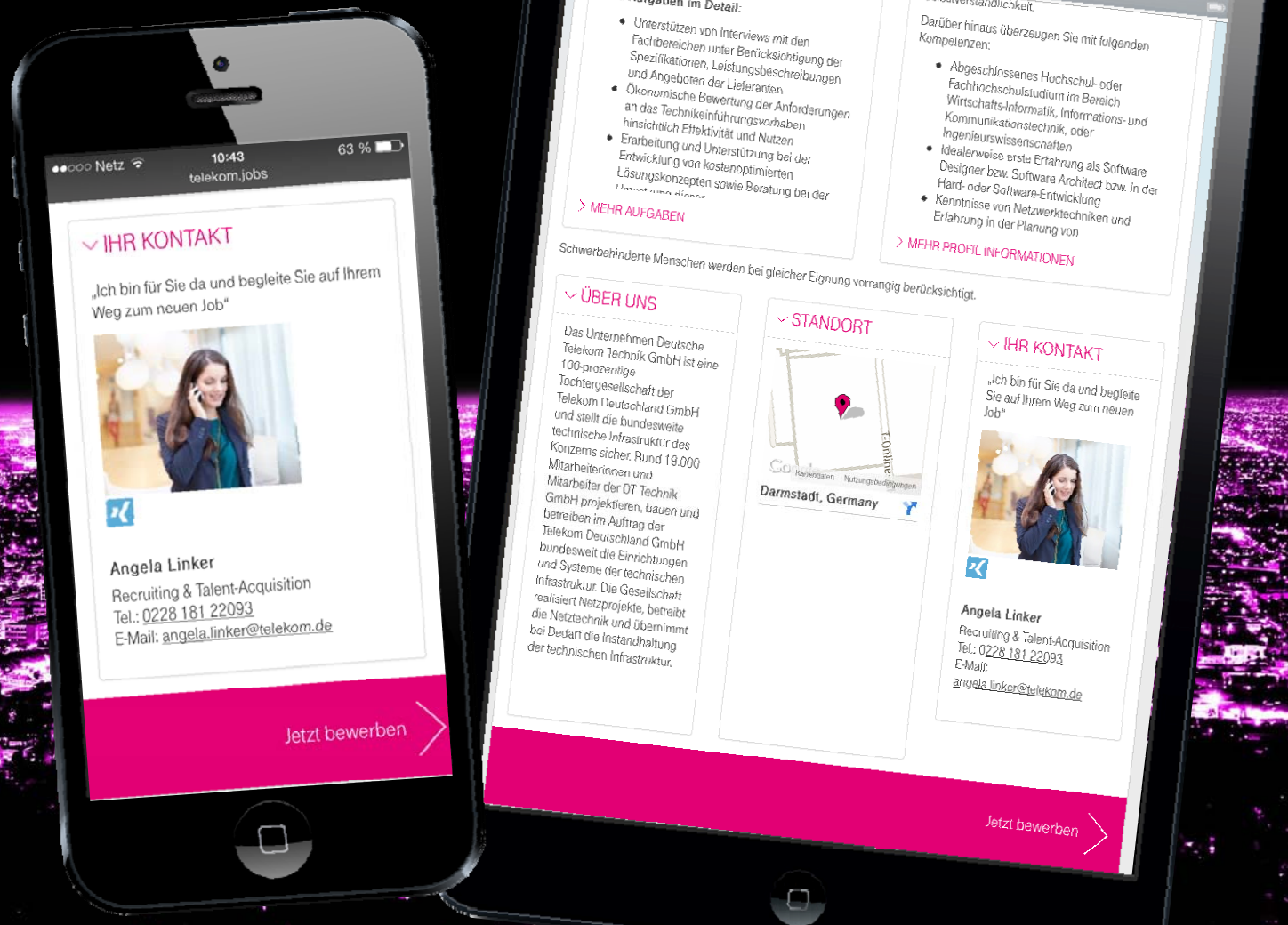
MOBILE STELLENANZEIGE
INTERAKTIVE ELEMENTE



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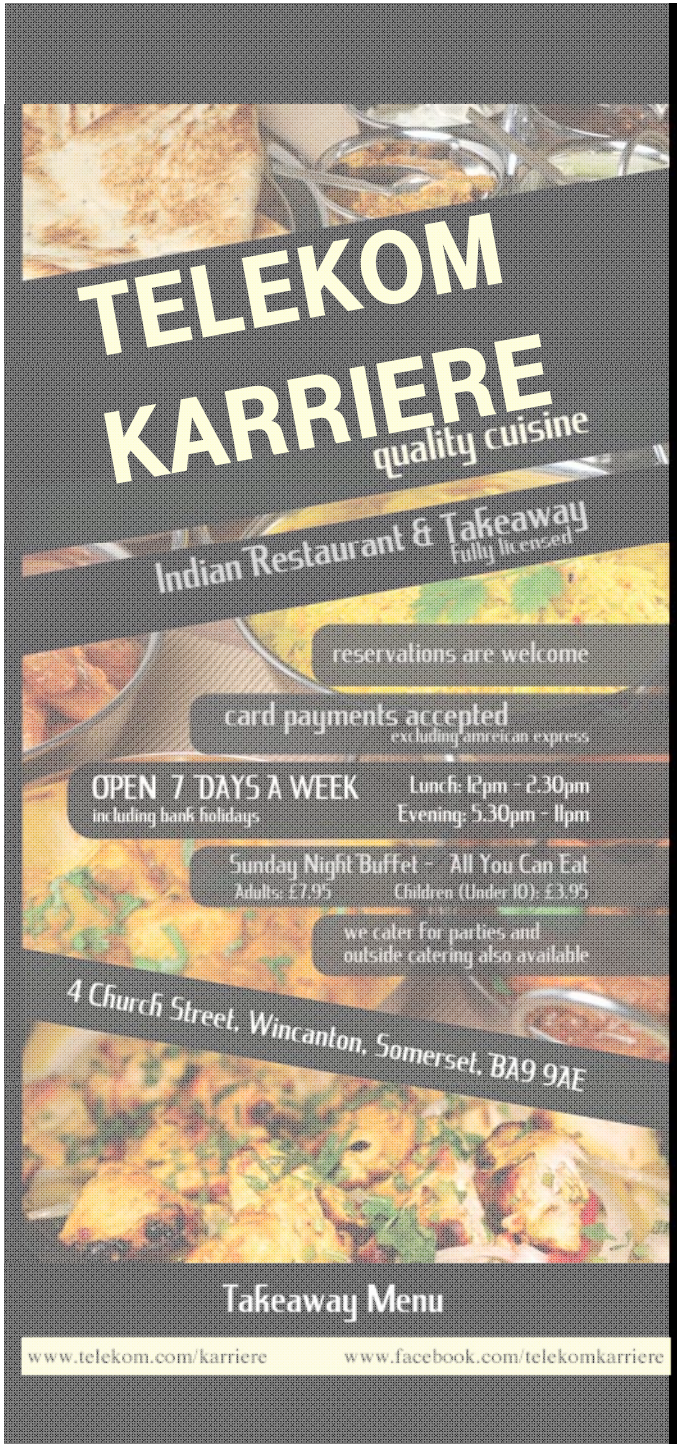

TAKE AWAY

1.) BEHALTEN SIE IHRE ZIELGRUPPE UND DEREN BEDÜRFNISSE FEST IM BLICK.

2.) WERDEN SIE MOBIL

3.) VERWECHSELN SIE LANGEWEILE NICHT MIT SERIOSITÄT

VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!
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YOUR
COMFORT ->
ZONE

WHERE THE
MAGIC HAPPENS

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GUERILLA MARKETING

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GUERILLA MARKETING

BLIND APPLYING

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MERCK
DARMSTADT, GERMANY
ORANGE
PARIS, FRANCE
THYSSENKRUPP
TOKYO, JAPAN
FRESENIUS
SYDNEY, AUSTRALIA
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Deutsche Post DHL
The Key = TEAMWORK
EMC²
BERTELSMANN
DAIMLER
EVONIK
Munich RE
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Vernetzung der Arbeitgeber!
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SOCIAL SCIENCES
LAW
NATURAL SCIENCES
18 Arbeitgeber
18 Staedte
18 Praktika
→ nur EINE Bewerbung
Abenteuer…
…Praktikum
…ActiveSearch
…Unternehmen
…Social Media
EVONIK
FRESENIUS
EY
ZEIT ONLINE
Per "Blind Date" zum Praktikum
BRASIL ALEMANHA NEWS
Campanha de estágio oferece vagas internacionais
Blind Applying - coś więcej niż praktyka
We want you!
DAIMLER

LEAVE
your
MARK
Allianz Arena
ERLEBEN, WAS VERBINDET.

KLAPPT DAS IMMER?

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VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!
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