

## Case study: Babilou

Generate traffic to your career website  
with Viadeo's Company Pages

# About Babilou

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**Founded in 2003, Babilou is France's leading network of corporate- and city-run day care centers. The group employs 3,000 staff.**

Operating in a highly regulated sector where there is a notable shortage of state-qualified personnel, Babilou creates 650 jobs each year. Certain profiles, such as child care workers, are extremely sought after.

As a private childcare operator, Babilou must also compete with town-run equivalents who can offer their employees both civil servant status and career plans. It is therefore necessary for the group to use their working conditions and offer of growth prospects to stand out.

Having noted an increasing number of childcare professionals joining Viadeo, the Babilou group has turned to social networks as a key sourcing tool.



# HR development objectives

## Babilou's aims:

**650**

new jobs created each year

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**Showcase**

their job offers and employer brand

## Viadeo's solution: The Company Page



overview



career and jobs

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**30%**

of searches on Viadeo  
are for companies.

# The Babilou Company Page

**BABILOU**  
323 personnes suivent cette entreprise.

Entreprise suivie

Panorama Carrières & Jobs

**ENSEMBLE DÉFENDONS CHAQUE JOUR NOS IDÉES SUR L'ACCUEIL DES ENFANTS**  
Lidwine • Sophie • Charlotte • Isaline • Khadija • Julien

Notre équipe et vous.  
Leur vie chez BABILOU : cliquez sur les photos pour lire les témoignages.

Sabine Berthelot Lidwine MORICEAU Frédérique Dubois Et vous ?

4 postes ouverts

**AUXILIAIRE DE PUERICULTURE**  
BABILOU Bretagne, France mercredi 9 janvier 12:47  
Voir l'offre et postuler

**DIRECTEUR DE CRÈCHE**  
BABILOU France mercredi 9 janvier 12:00  
Voir l'offre et postuler

Babilou a 10 ans !

Contactez-nous

NAVAZ HOUSSEINLY  
RESPONSABLE RECRUTEMENT,  
BABILOU  
Lui écrire

Nathalie SERVIER  
Directrice du Développement RH,  
Groupe BABILOU  
Lui écrire

## Promote their employer brand

Babilou decided to use the “**Career and Jobs**” tab to develop their employer brand.

The group considered it essential to highlight employee testimonials and now, thanks to these brand ambassadors, candidates can quickly identify Babilou’s core values.

Furthermore, by incorporating videos, HR messages and photos into their Company Page, Babilou gives potential candidates ‘the big picture’ of what they’re about.

# The Babilou Company Page

4 postes ouverts

**AUXILIAIRE DE PUERICULTURE**  
BABILOU Bretagne, France mercredi 9 janvier 12:47

**DIRECTEUR DE CRECHE**  
BABILOU France mercredi 9 janvier 12:00

**EDUCATEUR(RICE) DE JEUNES ENFANTS**  
BABILOU Ile-de-France, France 3 décembre 2012

**AUXILIAIRE DE PUERICULTURE**  
BABILOU Bretagne, France mercredi 9 janvier 12:47

**DIRECTEUR DE CRECHE**  
BABILOU France mercredi 9 janvier 12:00

**NAVAZ HOUSSENALY**  
RESPONSABLE RECRUTEMENT,  
BABILOU  
Lui écrire

**Nathalie SERVIER**  
Directrice du Développement RH,  
Groupe BABILOU  
Lui écrire

Le mot de... D. Boursier, Directrice Petite Enfance

Dans nos structures d'accueil, les professionnels petite enfance travaillent autour d'un projet pédagogique propre à chaque établissement. Il s'appuie sur le projet d'établissement du Groupe Babilou, fédérant le travail de chaque personne, au siège et dans nos lieux d'accueil. La « petite enfance », chez Babilou, c'est LA préoccupation, depuis la 1ère étape du projet jusqu'au suivi de la vie des structures. Une vraie reconnaissance de l'expertise métier des professionnels petite enfance !

Laissez-vous inspirer

0:00 / 2:00

## Close collaboration

Before creating their page Babilou had an extremely clear idea of their HR positioning and what content they intended to put online.

With this in mind the page was subsequently developed in close collaboration with the Viadeo team.

*“The process was extremely smooth. We moved forward hand in hand with the person in charge of our project, and they were always ready to listen to our specific needs.”*



**Nathalie Servier**

Director of HR development for the Babilou group

# Increased visibility

In less than two months since their Company Page went live, Babilou's career website received more than 3,500 visits to their career website.

Many childcare professionals also started following the Company Page and now receive updates from the group.

Compan Pages are quick and easy to set up and can be managed without any specific resources.

*“The Viadeo team offers us high quality support. What's more, they're always ready to listen and that's extremely valuable.”*



**Nathalie Servier**

Director of HR development for the Babilou group

## Did you know?

**87%**

of candidates search for information on a company before applying.

**71%**

will submit an application if the information that they find is positive, even if they did not initially plan to do so.

Source: RégionJobs study, 2012

# Results: relevant applications at 60%

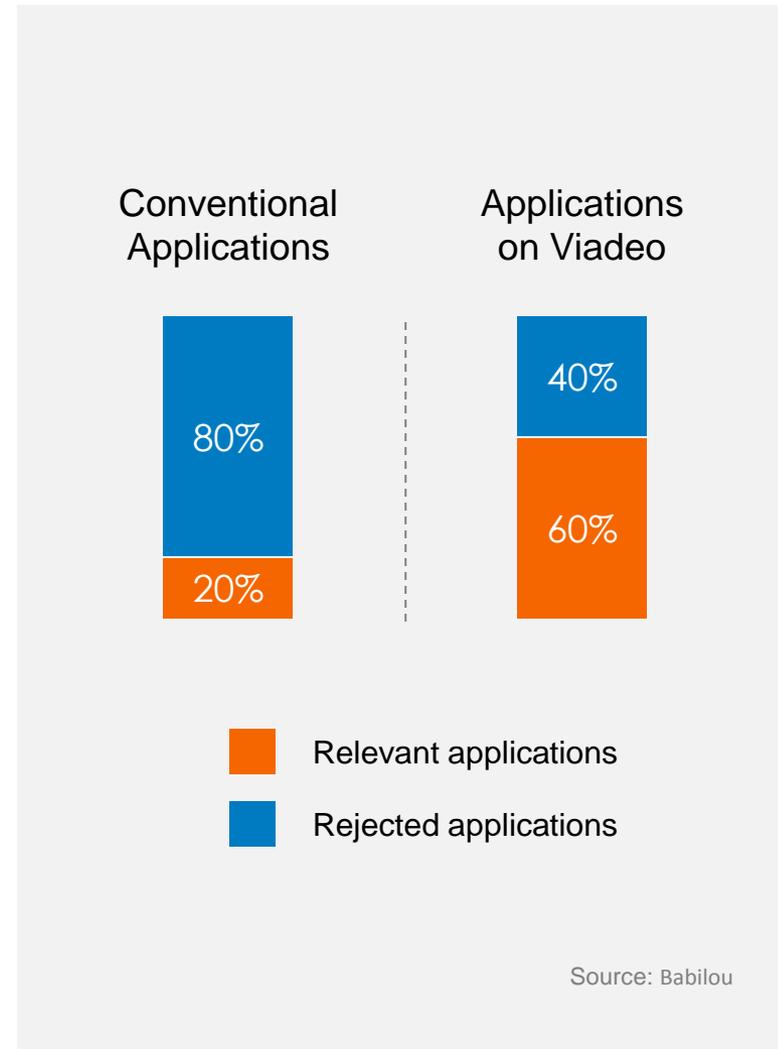
Thanks to Viadeo, Babilou was able to reach its key audience directly.

*“Generally, we discard more than 80% of the applications we receive but that figure is just 40% for applications coming from Viadeo.”*



**Nathalie Servier**

Director of HR development for the Babilou group



Source: Babilou