



Case study: ECP (Euro Contrôle Projet)

ECP recruits in the French provinces
thanks to Viadeo Recruiter

Recruitment: a serious challenge



ECP (Euro Contrôle Groupe) is an independent consulting group providing assistance and project management engineering to all kinds of industrial ventures. ECP currently employs 200 people in its Aix-en-Provence headquarters, other locations in France and abroad, including the Middle East, Africa, Asia and Europe.

Because of its 15% yearly growth and enviable career perspectives, ECP faces a permanent challenge with recruitment.

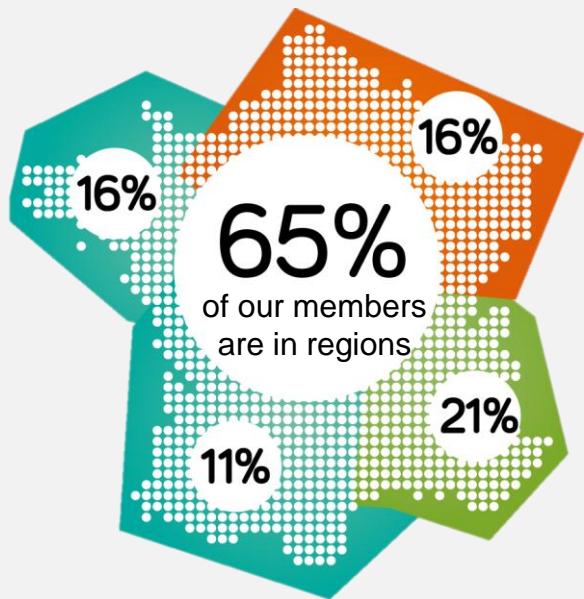
In this industry, competence is the essential resource of any business. ECP is compelled to source and hire the best profiles.

ECP therefore applies a double strategy of attracting candidates and developing loyalty in order to win over and keep the best talent.

Viadeo is an important part of ECP's hiring strategy both for the publication of job sources and for candidate sourcing.

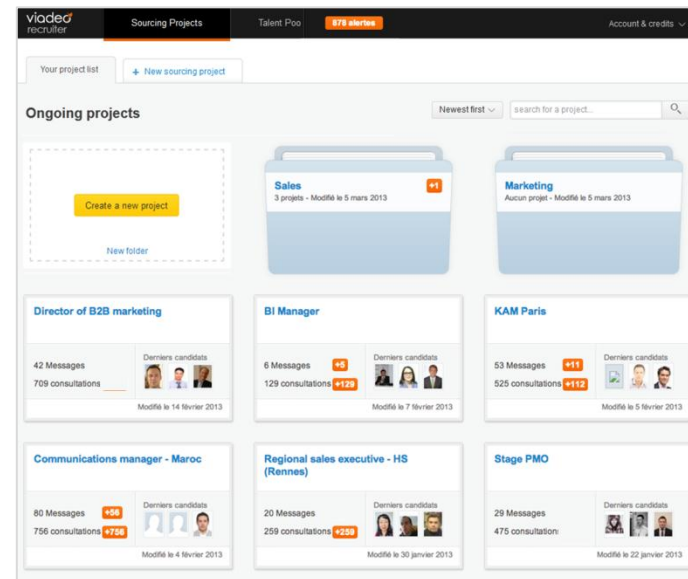


Viadeo: working locally



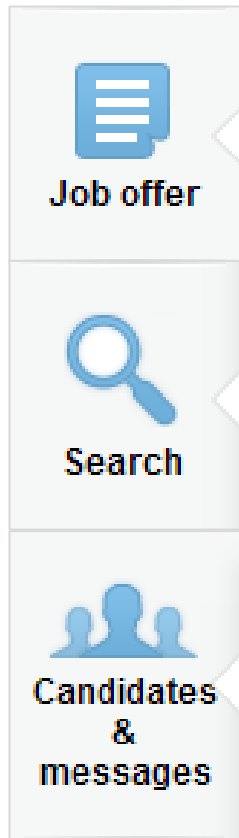
Everywhere in France, Viadeo helps you find the best talent among our 8 million members.

The solution: Viadeo Recruiter



Recruiting platform for:

- Publishing job offers
- Searching for talent
- Managing candidate relations



ECP's three-pronged approach

ECP uses different tools to identify and target profiles.. With Viadeo, they progressively familiarized themselves with the web ware, started posting job offers and then advanced to sourcing with Talent Search.

ECP follows a three-pronged approach:

- Publishing job offers on Viadeo,
- Looking for profiles in the Talent Bank and sending messages to targeted members.
- Creating a significant pool of strategic talent for future needs.

Results: 3 people hired in 2012

In 2012, ECP recruited 3 people thanks to Viadeo. 2 of them were sent a message after being sourced through Talent search, and the other replied to a job offer posted on Viadeo.

In the case of the latter, the contract was ready to sign only 7 days after the ad was posted.

“We appreciate how relevant the Viadeo Recruiter search engine is. It’s helped us improve the quality of our talent, and it’s adapted to our needs. We like how responsive this tool is and how easily you can get in touch with candidates after the initial message. ”



Ségolène Labbé
Human Resources
Executive

79%

of people contacted by recruiters through social media were found on Viadeo

Source: Adecco, 2012

77%

of companies using PSN's* to recruit believe they are in a better position to recruit the right talent.

*PSN's=professional social networks

Source: Idaos, 2013

Creating a talent pool

ECP was also able to approach inactive job seekers who are not registered on standard job boards. They believe that this direct approach enhances the candidate's experience.

"We're in touch with several potential candidates for our future needs. Because we were able to easily log and save all our actions, we can now capitalize on an active talent pool. "



Ségolène Labbé
Human Resources
Executive

17%

of professionals
are active job seekers.

83%

are not actively
looking for a job