



## **Case study: ITalent**

50% of hires coming from Viadeo

# Objective: hiring IT professionals

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**ITalent specializes in recruiting IT professionals (network architecture, telecoms, and information systems specialists) and is continually hiring new technical engineers, sales representatives, and managers.**

Based in Lille, ITalent recruits across France and has over forty positions to fill at any given time.

The group's clients are looking for experienced profiles and, given that these individuals are often already in work, this target is difficult to reach via traditional routes.

Furthermore, it is essential for ITalent to use cutting-edge, "2.0" hiring methods in order to keep up with their IT-based community.

Ultimately, the natural response was to turn to Viadeo for help in reaching such highly sought-after IT profiles.

# Reaching professionals who are not actively looking for work

83%

of professionals keep an eye on the job market.

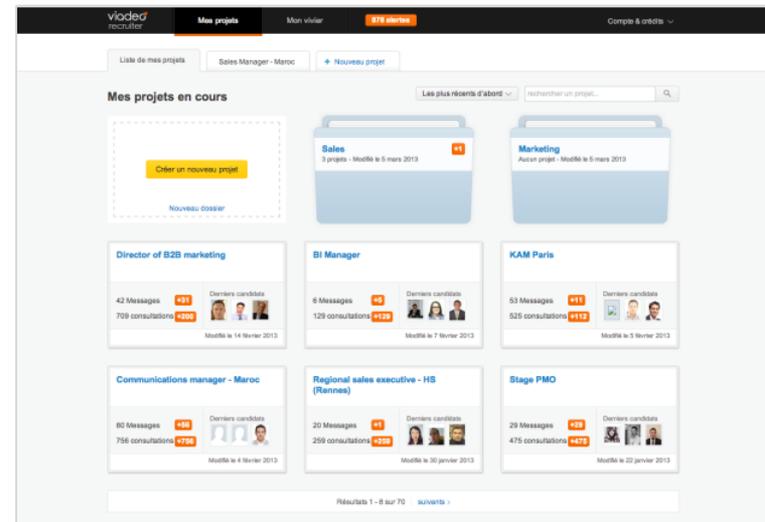
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workers use PSNs\*

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executives use PSNs\*

## Solution: Viadeo Recruiter



**A dedicated recruitment platform allowing you to:**

- Search for talent
- Publish job offers
- Manage your relationship with candidates

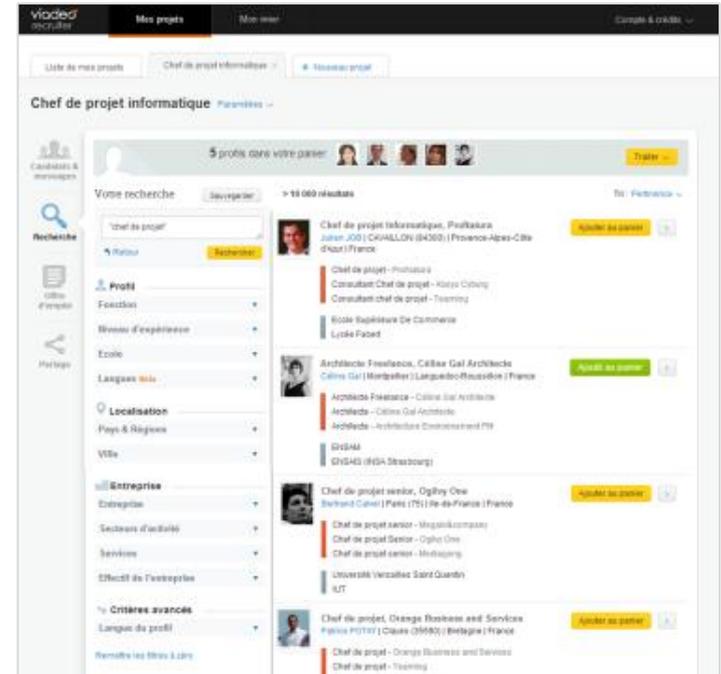
# Use Viadeo Recruiter to find the best profiles



Unlike job boards, Viadeo provides a means of accessing hidden sections of the job market and identifying professionals who are currently in work but are still open to new career opportunities.

Using Viadeo Recruiter, ITalent's recruiters searched for the most suitable profiles for their positions and contacted the members directly.

In addition, ITalent also regularly published job offers on Viadeo to reach those members who were actively looking for work.



Advanced searching on Viadeo Recruiter

*“The profiles available on Viadeo are spread out across France and all types of professionals are represented – from technical engineers and sales representatives to top-level managers.”*



**Christophe Debray**  
founding Director

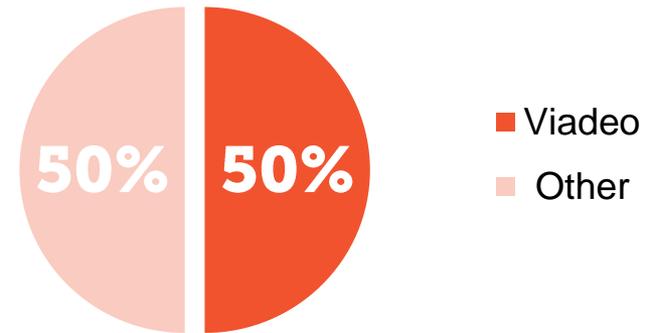
# Results: 50% of hires coming from Viadeo

## Recruitment

On Viadeo, ITalent averaged one person hired for every 30 people contacted.

Meanwhile, ITalent saw better returns on Viadeo than on other PSNs when filling mid-level positions (technical engineers and sales representatives) and equivalent results for managers.

Overall, ITalent made half of their hires through Viadeo, making it the company's most-used tool by a long distance.



**1 person hired for every  
30 people contacted**

*“This direct approach through Viadeo has been our greatest success. Using this method, we’ve been able to recruit experienced, qualified profiles.”*



**Christophe Debray**  
founding Director

