



Case Study: Vulcain Ingénierie

Hiring experienced profiles on Viadeo

Recruitment: a major challenge



Vulcain Ingénierie is a leading engineering consultancy firm in the energy and environmental sectors. The company provides technical assistance to some of the largest companies in the energy industry to ensure that their mission-critical projects run smoothly.

With 630 employees worldwide, Vulcain Ingénierie works on a wide range of projects in a multitude of locations. Taking advantage of the dynamism of the energy sector, the group has experienced strong growth since its creation.

Vulcain Ingénierie recruits 200 people per year and this poses a considerable challenge. Indeed, the hiring process is particularly crucial to the group as it is this talent that forms their core business.

The engineers they hire manage projects at all stages, from the research phase to designing sites, and Vulcain recruits a wide range of profiles. However, key emphasis is always placed on a high level of expertise to ensure client satisfaction.

Ultimately, when looking for help in recruiting these profiles that are so essential to their growth, Vulcain decided to turn to Viadeo.



A three-pronged approach to hiring

200

hires each year at
Vulcain Ingénierie



experienced
profiles, often
already in a role

83%

of professionals keep an
eye on the job market

Viadeo's answer: the complete package



Talent Search



Job Offers



Company Page

Finding hidden gems



Vulcain Ingénierie uses **Viadeo Recruiter** to find experienced profiles with expertise in highly-specific sectors, even if these individuals are already in work.

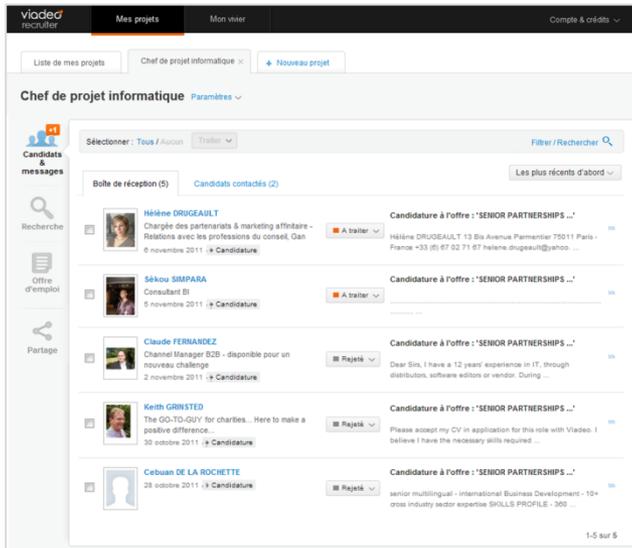
When hiring a nuclear safety case manager, for example, Vulcain's hiring bosses contacted 30 Viadeo members that matched their requirements. From this 30, they received six replies that in turn led to two meetings and ultimately one offer of employment. Profiles of this type, merging both expertise and experience, are extremely hard to come by.

“Viadeo has the most important database in the market; it allows you to find extremely interesting, unusual, and rare profiles.”



Johanne Fournier
Recruiting assistant

A truly qualitative approach



Viadeo Recruiter's candidate interaction interface

Viadeo's approach is quite different to that of job boards as, on Viadeo, contact is made on a case by case basis. It involves working to win over the candidate and make a role appeal to them, as many of the members contacted are not actively looking for work.

Furthermore, Vulcain's hiring bosses do not use Viadeo for the volume of applications, but rather for their quality: Viadeo allows them to find profiles that they cannot access anywhere else.

Finally, with **Viadeo Recruiter**, they can also create a pool of potential candidates who, while perhaps not available immediately, may be interested in the future.

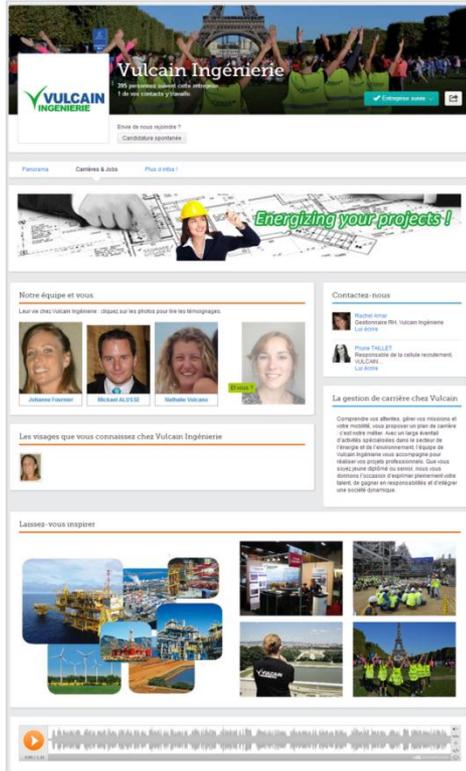
“Viadeo allows us to contact professionals that we couldn't reach any other way. It's an indispensable tool.”



Johanne Fournier
Recruiting assistant

Let the world know you're hiring

viadeo



Vulcain's hiring bosses contact almost 400 people each week, and this represents a significant communication channel in terms of sharing their job offers among energy sector professionals.

As such, Vulcain Ingénierie decided to use a **Company Page** to share their job offers and to offer insights into their company culture.

Here, the **Career & Jobs tab** allows Vulcain to share employee testimonials and images relating to life in the company, and to show potential candidates the more human and dynamic side of the company.

Finally, the **Carte Blanche tab** allows Vulcain to showcase their website and to provide both candidates and clients alike with detailed information about the company.

“Using Viadeo is a reflex: whenever we have a job opening or when we're at a trade show, for example, I update our Company Page.”



Léa Catanzano
Head of Communications

Contact: [hiring@viadeo.com](mailto: hiring@viadeo.com)

Results: Improved hiring and visibility

For Vulcain Ingénierie, Viadeo is an essential tool for hiring experts who are already in a role and developing a pool of valuable profiles for long-term use.

The **Company Page** allows Vulcain to publish their job offers and share them among candidates and clients.

