



Case study: Gfi Informatique

100 hires made through an innovative
sourcing and communication strategy

Objective: innovative, effective hiring



Gfi Informatique is a leading IT service firm that currently has 10,000 employees based in 40 agencies across France and further afield. As growth continues, the GFI group expect to make 1,200 hires in France alone in 2014.

While innovation is part of Gfi Informatique's very DNA, the company is equally characterized by their use of disruptive hiring methods, particularly in hiring and communicating via social networks.

With a range of positions of fill, from IT engineers to support functions, the majority of Gfi's hires involve experienced profiles.

Ultimately, in order to attract the best profiles, whether they are already in a role or actively looking for work, Gfi Informatique turned to Viadeo.



76%

of applicants
use Viadeo.

73%

of recruiters use
Viadeo.

32%

of HR departments have
already made at least one
hire through a social
network.

Gfi's choice: the complete package



Talent search



Job offers



Company Page

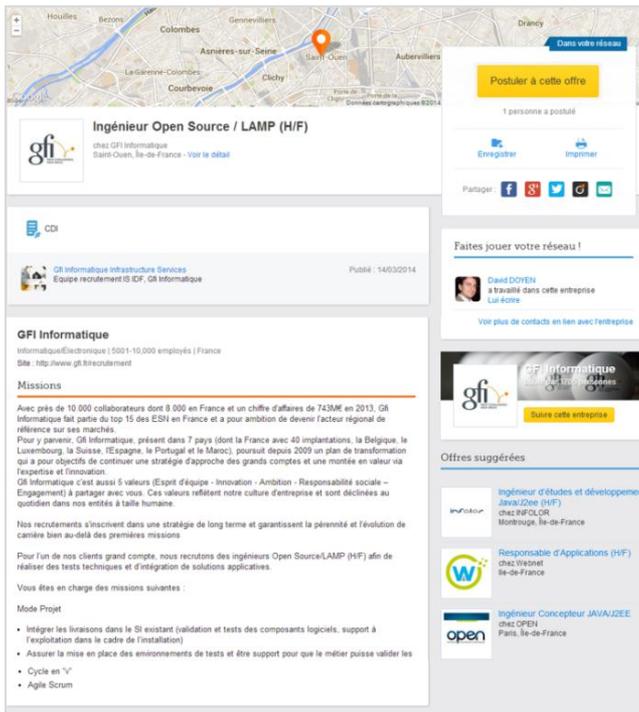
A new hiring method

Gfi Informatique has around 40 recruiters based across France and each one of them has access to **Viadeo Recruiter**. This means that every single recruiter can post job offers and search for profiles on Viadeo.

Initially, however, the recruiters were slightly unsure about using this new tool. Indeed, attracting profiles who are already in work is no easy task and the recruiters needed to alter their working practices.

In order to use the new tool to its full potential, they had to learn how to create a talent pool, maintain communication on a long-term basis, and build up meaningful relationships with candidates. Today, they use Viadeo Recruiter on a daily basis and are always finding new ways to use the tool.

Examples of Gfi's innovative usage include the ways in which they approach profiles who are already in work, from offering them a role directly to inviting them to an event.

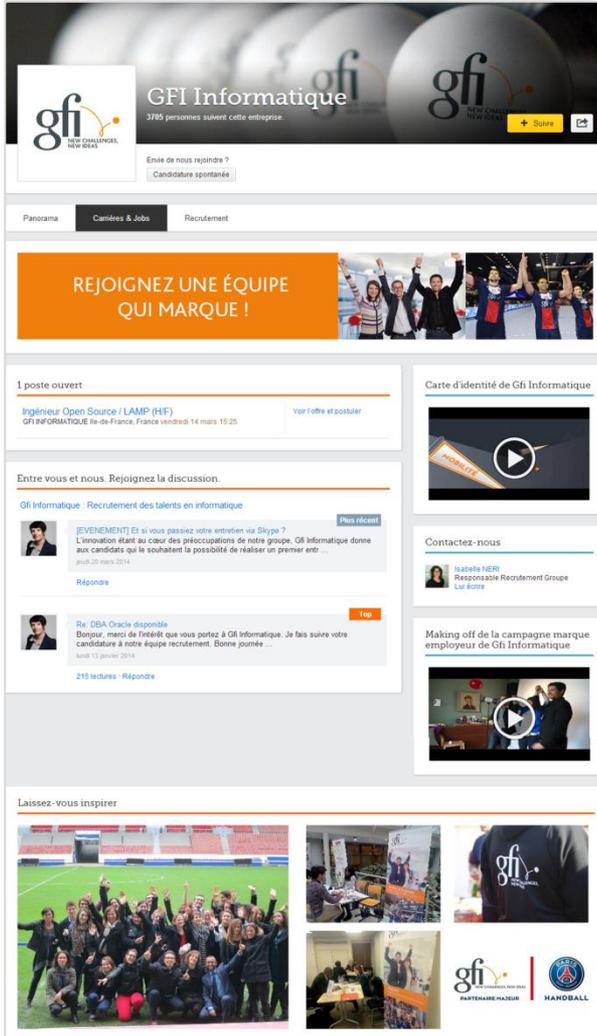


“Unlike on job boards, Viadeo allows us to reach people who aren’t actively looking for work. This in turn allows us to network and gather information that we couldn’t get anywhere else.”



Marlène Escure
Head of Recruitment

Using the Company Page to build up a community



To take the next step, Gfi decided to create their own **Company Page** on Viadeo.

The team started out by testing the free version to ascertain whether or not their community would take to the new media and now, one year later, they are using the paid version with great success. In fact, Gfi currently has more followers on Viadeo than on Facebook or Twitter.

On their Company Page, Gfi showcases their recruitment site, employee testimonials, the company's latest updates, and interacts with potential candidates in discussion groups.

Gfi Informatique's employees follow the Page and value their company's presence on Viadeo. With employees keen to separate their private and professional lives, engagement is stronger on Viadeo than on other social networks.

“Employees often send me news that supplies content for our Viadeo Company Page.”



Céline Simon
Community & Sponsoring manager

Results: 10% of hires coming from Viadeo



As well as those applying for the company's job offers, candidates also regularly contact Gfi of their own accord, particularly through the group's Company Page.

In total, Gfi hired around 100 employees on Viadeo in 2013 and this figure looks set to rise in the future.

Ultimately, Viadeo provides both a **hiring** tool and a **visibility** boost for the company and allows them to attract profiles that they cannot reach on other hiring platforms.

“Viadeo has a huge presence in the French market and has simultaneously increased the volume and quality of our hires.”

Marlène Escure
Head of Recruitment

“I received a great deal of guidance when setting up our Company Page. The Viadeo teams are extremely proactive and provide excellent support.”

Céline Simon
Community & Sponsoring manager

Hiring on Viadeo:

10%

of Gfi's hires in 2013...



...and undoubtedly more in 2014!

Viadeo, a powerful community:



3,800
followers

1,500
followers

1,400
followers