



Customer insight

Talent acquisition solution supports global recruitment to create a consistent brand and meet local resourcing needs





# Global solution

works locally

Danfoss implemented Lumesse TalentLink to support its global recruitment programme, create a consistent brand message for all current and future employees and allow local markets to address their individual resourcing needs. The full solution is now live in seven countries and as a result Danfoss has experienced significant cost savings and an improvement in employee retention levels.

## Setting the scene

Recruiting the right candidates to the right role is vital to Danfoss' business success, but it lacked a consistent global recruitment strategy capable of meeting the individual requirements of different markets.

Each country faced its own resourcing demands. While some markets were experiencing rapid growth, others were struggling to address skills shortages such as the need for power engineers. Although some markets had their own recruitment solutions, there was no global process in place.

After developing a global recruitment policy, Danfoss needed a centralised platform to support the process. It was essential that Danfoss could implement a common tool, so that all employees had access to the same system, while having the flexibility to adapt to local legislation, languages, market conditions and business processes.

## Inspiring solutions

Danfoss chose to implement Lumesse\* TalentLink. Although it was the first company to embark on a global implementation of the solution, it realised that the technology presented an economically viable solution capable of this scale of roll out. It could also present a unified brand for both customers and current or future employees.

Denmark was the first country to go live with the solution and then Danfoss proceeded to roll out the solution to the markets that needed the most support. China, for example, implemented the solution next to facilitate its rapid growth. Despite the economic crisis, the Chinese division recruited 1,000 employees last year alone.

India also had a unique requirement, and implemented the solution to support what is a very diverse market. Danfoss' sales office, in the north of India, needs very different skills to its headquarters in the south.

The challenges associated with recruiting the right people for the right job in each region varied, but they shared a common challenge in that they needed to recruit a large volume of employees.

The full solution is now live in seven countries, including North America, Germany, Russia, Poland and most recently South America, which went live with the solution in two languages, Spanish and Portuguese. Those markets that have not been offered the full solution at this stage have access to a simpler offering from Lumesse, which enables recruitment to be handled easily and professionally, providing candidates with the same user experience.

“Implementing a global talent acquisition platform has been a huge undertaking, but the roll out has proved a huge success from both an employee and business perspective. We’re looking forward to growing with Lumesse as we further expand our global workforce and break into new markets.”

Danfoss

## Fanstastic outcomes

The implementation of Lumesse TalentLink has enabled Danfoss to successfully support its global recruitment strategy, with the flexibility to help local markets identify and address their own individual requirements. In addition, it promoted a consistent brand to all internal employees and external candidates for the first time regardless of location, while generating cost savings and efficiency gains.

Through the solution, Danfoss will be able to recognise areas where there are talent surpluses and shortages across the globe, which means it will one day be in a position to consider setting up a presence in different areas to attract the talent it is looking for. By enabling the movement of talent across different geographies, Danfoss will achieve a competitive advantage over those companies seeking the same talent.

It has also increased employee retention by being able to fill more vacancies from internal candidates as all job vacancies are posted on its online career site. While region specific positions are advertised in local languages, global roles

are advertised in English and encourage applications from within the business. Employers can not only share vacancies but their preferences and requirements are also logged in the system, helping to maintain the family business ethos in a global company.

The cost and efficiency savings have been considerable. Danfoss has reduced the time and money spent on the administrative duties associated with recruitment. It achieved a positive ROI figure in the second year following implementation and has also been able to better track candidates and their progress throughout the application process.



## In brief

**Solution:** Talent Acquisition  
**Industry:** Manufacturing  
**Country:** Worldwide  
**Employees:** 23,000

Danfoss is one of the world's largest industrial companies, providing climate and energy solutions such as heating and refrigeration, with 140 sales companies and more than 450 agents and distributors all over the world. Founded in Denmark almost 80 years ago, the family-owned, global group is now a leader within research, development and production, sales and service of mechanical and electronic components and solutions for several industries.

All of Danfoss' 23,000 employees are placed at the heart of the business. Danfoss prides itself on its talented and engaged staff in every country.

## About

Lumesse is the only global company making talent management solutions work locally. We help customers around the world to implement successful local talent management initiatives that identify, nurture and develop the right people, in the right place, at the right time. Our multi-cultural background and presence means we understand how to deliver talent solutions that work the way our customers work, as individuals and as teams, because no two people, organisations or cultures are the same. We regard differences as strengths, not as obstacles.

1,700 customers work with us in over 70 countries because they recognise that commitment, innovation and value only come from people. We help customers to unlock and inspire that human potential in their businesses. Our integrated talent management solutions are comprehensive, intuitive, secure and fully internationalised into over 50 languages.

We have Lumesse offices and partners in more than 40 countries, covering EMEA, the Americas and Asia-Pacific. To find your nearest office and talk to someone who speaks your language, visit:

[www.lumesse.com/get-in-touch](http://www.lumesse.com/get-in-touch)



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