



Customer insight

HR team enjoys significant time savings and access to candidates across a global talent pool





Global talent pool

A decade of rapid international expansion has transformed the structure at GEFCO and changed the company's culture. As a result new HR processes have been defined to ensure a unified approach across the group. GEFCO has also identified the need to strengthen its international employer brand.

"We want to harmonise our practices and be able to track in-country recruitment efforts more easily," explains Guillaume Courtois, HRIS Project Leader. "Our aim is to build a group-wide e-recruitment process that enables us to centralise all the online applications we receive and create a single pool of candidates that can be shared by all our operating companies."

In addition the group is keen to shorten the time to hire, especially in regions where the market demands a quick response. This is the case in some Eastern European countries where staff turnover is higher than elsewhere. Local offices need to be able to publish job adverts quickly, as soon as a vacancy arises. They also want to lower their expenditure with external recruitment agencies to help meet the group's objective of reducing global recruitment costs.

Setting the scene

Founded in France in 1954 GEFCO is a leading European transport and logistics group with 26 operating companies and almost 400 sites across 100 countries. The group's strategy is based on integrated logistics: the provision of managed, end-to-end transport solutions. Sustainable, economically responsible growth is the company's primary objective. Its customers span many sectors and include PSA Peugeot Citroën, Ikea, L'Oreal and Philips.

Inspiring solutions

GEFCO analysed proposals from a number of leading service providers before selecting Lumesse* Talent Acquisition. "We wanted to move away from the ERP approach and find a flexible, specialised solution, with features like notifications and reporting that make recruiters' lives easier," explains Sébastien Buffault, Project Manager for the HR department. "The solution had to be robust and easy to use, and able to integrate with our existing HRIS to ensure continuity.

And as we are a global group, the fact that Lumesse operates on an international level was also a key factor in our decision-making."

Rolling out the talent acquisition solution forms part of GEFCO's global strategy to redefine its HR processes, including e-recruitment. Each job vacancy is created once in the system and simultaneously published in the careers section of all local GEFCO websites. HR users in each country can send selected CVs to line managers, giving them a decisive role in the recruitment process. In addition, everyone in the group can access vacancies in all countries, which helps facilitate internal mobility.

Internal users can use the talent acquisition solution in English or French, while the careers section of each of the group's 16 local websites is published in the appropriate local language wherever possible: Czech, English, French, German, Italian, Portuguese, Romanian, Russian, Slovakian, Spanish or Turkish.

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GEFCO

Fantastic outcomes

GEFCO now has an integrated candidate database that makes it easy to access applicant information. Once the solution is fully rolled out recruiters in all countries will share a single, global pool of candidates. Recruiters can carry out keyword searches on all CVs, whether submitted in response to a job vacancy or as speculative applications. In addition statistical tools and dashboards let them track and manage vacancy and candidate progress.

“The launch of our group-wide corporate website to all our operating companies propels the GEFCO group into the e-recruitment age and enables us to strengthen our employer brand. As well as harmonising recruitment processes and communication, the site simplifies both applicant CV submission and candidate management,” says Buffault. GEFCO plans to further strengthen its employer brand by rolling out an external communications campaign in parallel with the website launch.

“Our ability to handle applications and personalise responses on a local level will also enhance our reputation,” confirms Buffault. “And with all countries using the same global tools it will be easier both to implement consistent HR processes and to recruit more international and mobile talent, in line with our group strategy.”

The solution’s extensive reporting functionality lets GEFCO analyse the most productive recruitment channels. With this information to hand the group can take more informed decisions about effective targeting of its recruitment advertising spend. GEFCO also reports a reduction in the administrative workload: because applications are now made online, recruiters spend less time entering data themselves. Emphasising this reduction in administrative activities is a key aspect of the change management programme that GEFCO is undertaking as it modernises its HR processes.



In brief

Solution: Talent Acquisition
Industry: Transport and logistics
Country: International
Employees: 10,000

International expansion meant that GEFECO needed to redefine and harmonise its global HR processes, both to create a pool of candidates accessible throughout the group and to measure the efficiency of recruitment activities across all its operating countries. At the same time GEFECO wanted to strengthen its employer brand, shorten the time to hire and reduce its global recruitment costs.

GEFECO selected an internationally proven talent acquisition solution from Lumesse that could be easily integrated with the group's existing HR information system (HRIS). The solution simplifies publication of job vacancies and internships on GEFECO's external website. Its multilingual

capabilities meet the e-recruitment needs of all group companies and help ensure user adoption around the world.

Recruiters are saving considerable time as they can now publish job vacancies and internships on the GEFECO external website at the touch of a button. Access to an integrated applicant database means they can more quickly identify suitable candidates for vacancies. GEFECO can also analyse the most productive recruitment channels and target its recruitment spend accordingly. In addition the solution is helping GEFECO build a stronger international employer brand through an enhanced web presence.

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



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