

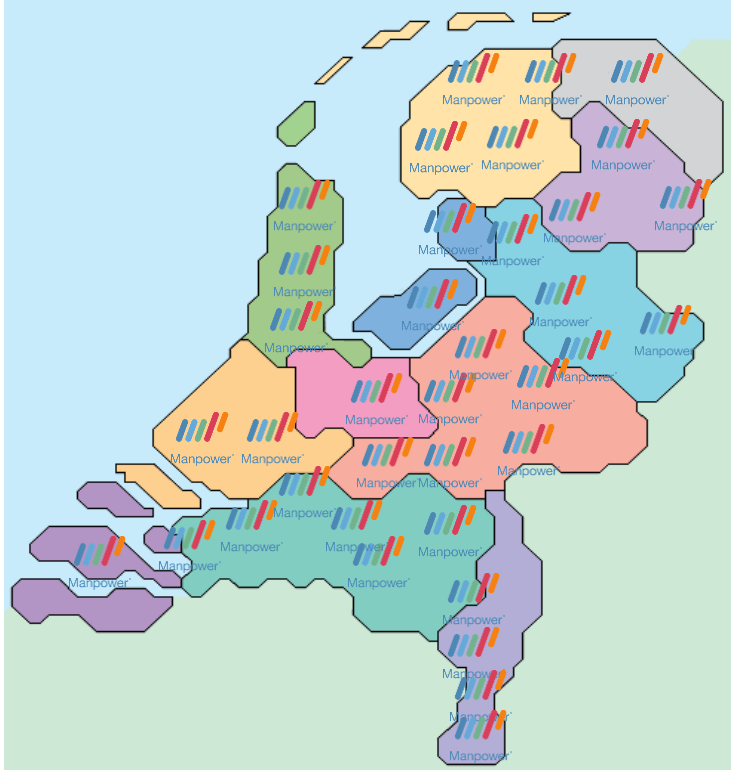


connexys

# The Manpower journey to Salesforce App 'Connexys' and beyond

Niels Valks  
Director CORE APPS ManpowerGroup

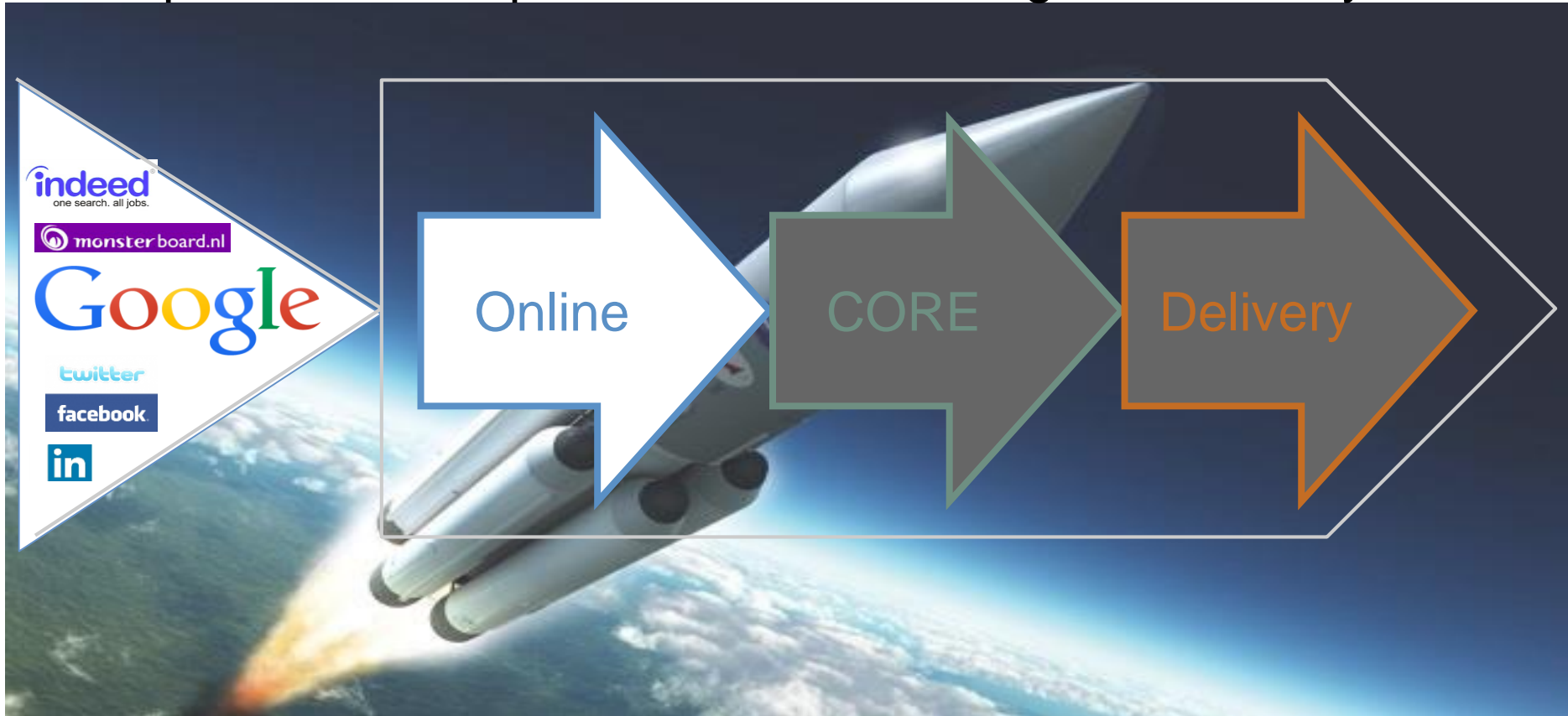
# The Manpower journey started in 2011 -> burning platform



=

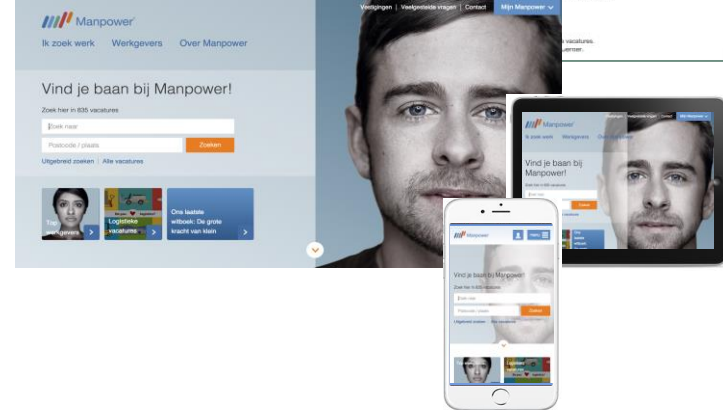
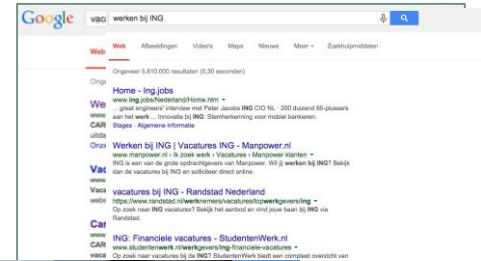
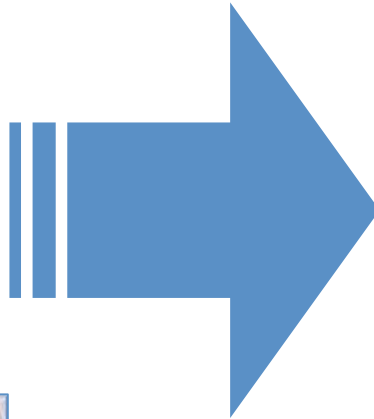


# Three parallel developments->The Sourcing and Delivery Rocket



# From #1 in the streets.....

# ...to #1 in Google street



# All channels link to Manpower.nl



YouTube job video  
with job advertising



Job board posting  
and PPC advertising



LinkedIn Job Slots



34,800+ fans Facebook  
community and 250K+  
monthly reach

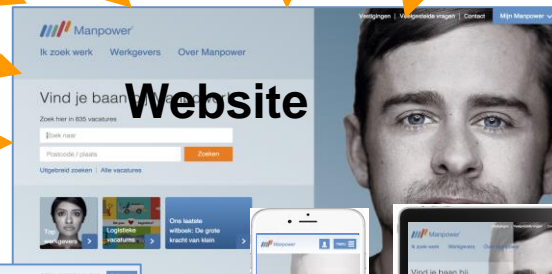
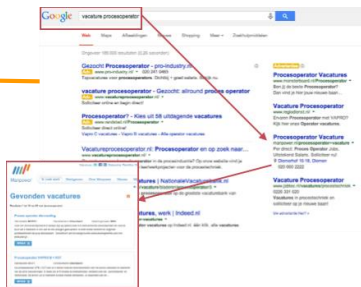


Facebook targeted  
job advertising

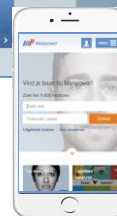
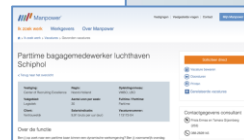
Google AdWords

Vacature Schiphol - Per direct Schiphol vacatures | manpower.nl  
www.manpower.nl/vacature+schiphol  
Uitstekend salaris. Door Heel NL...  
Vacatures Zoeken • Vakgebieden • Vestigingen • Open Sollicitatie

Targeted PPC and organic  
promotions on Google



Website



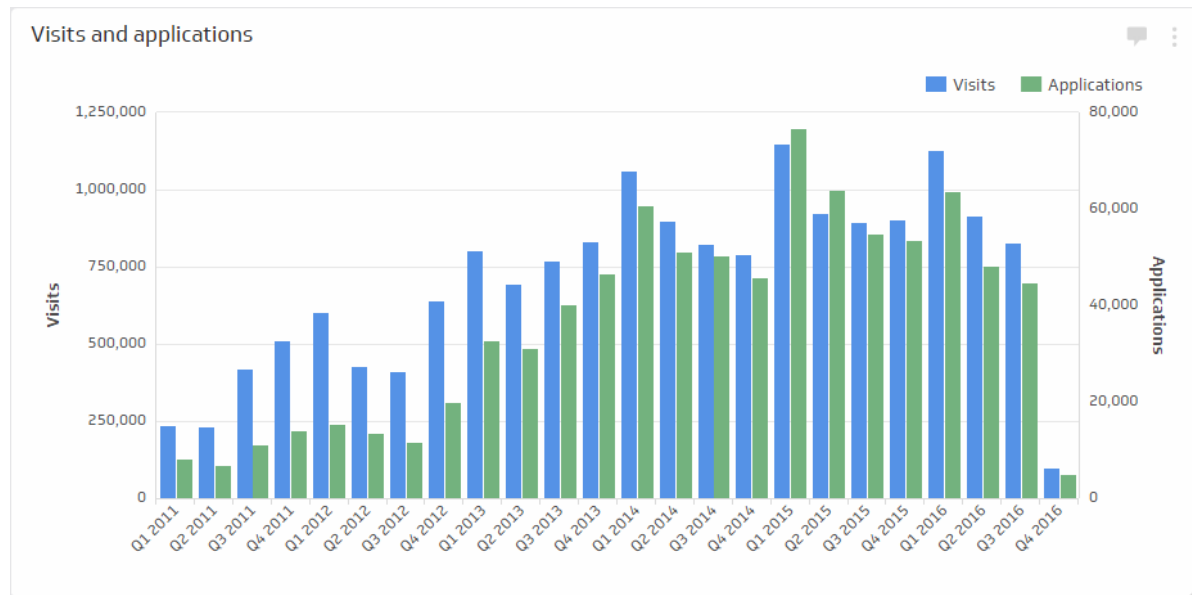
1,000's of landing pages



# The results

Last 12 months:

- 3.8 million visits (18% LF)
- 243K applications
- 3.27 minutes p/visit
- Conversion rate: 6.3%



indeed  
one search. all jobs.

monsterboard.nl

Google

twitter

facebook

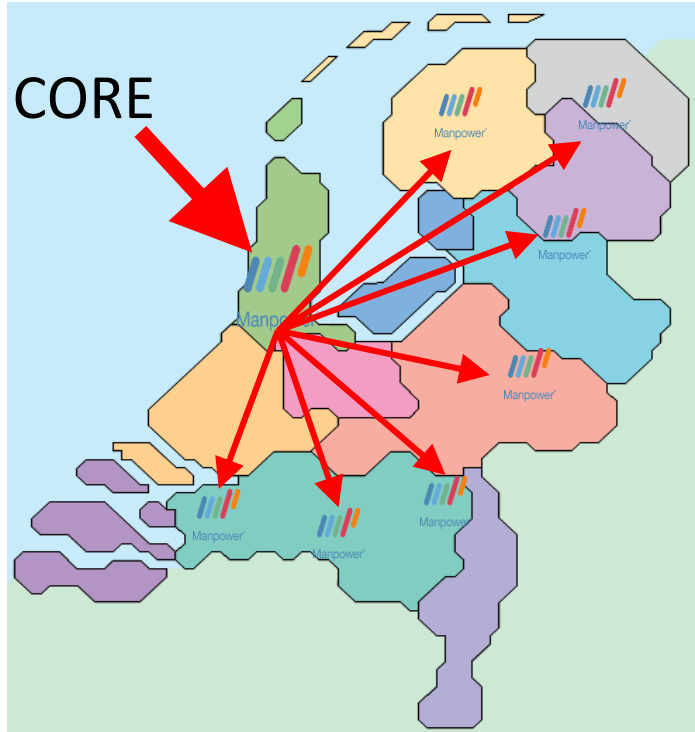
in

Online

CORE

Delivery

# From support office to...Center of Recruiting Excellence

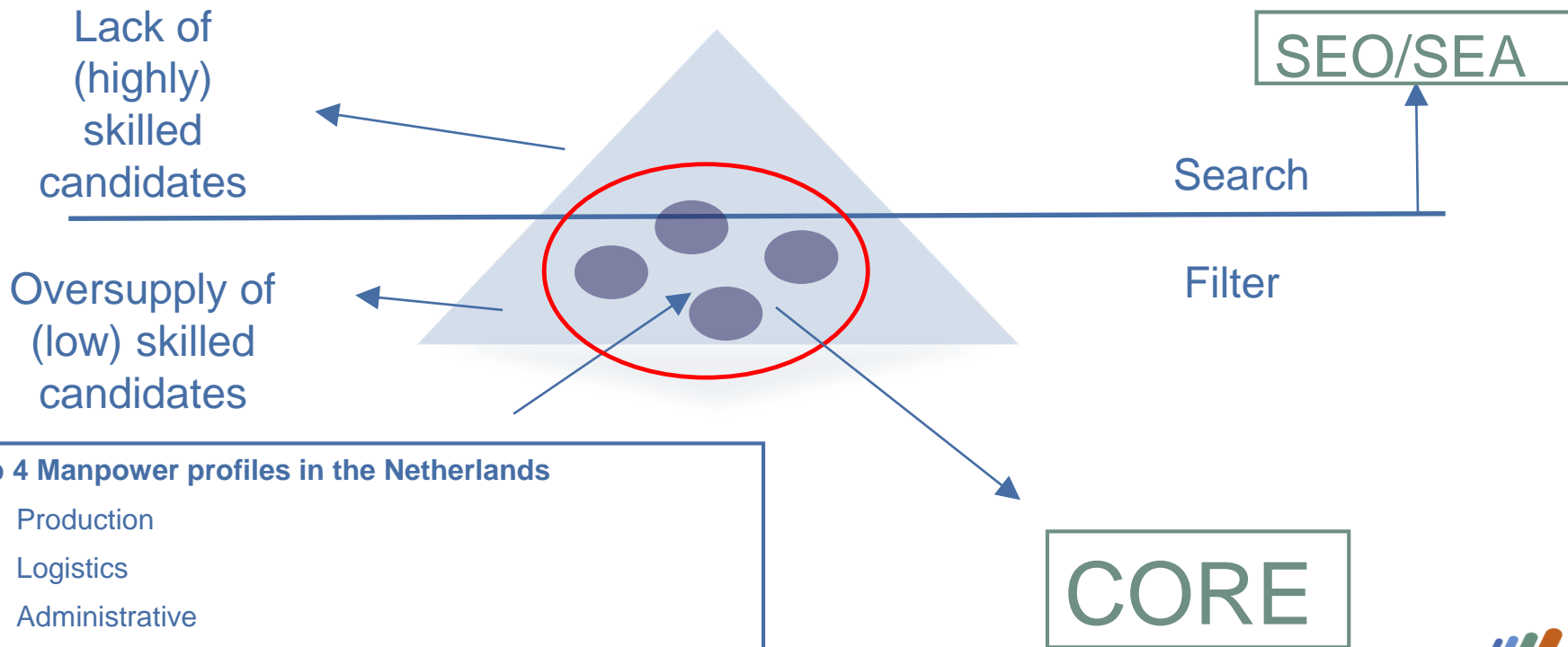


## To gain more productivity/efficiency

- Primary focus CORE on filtering instead of search
- Dividing the screening process in modular parts-> the digital recruitment funnel
- Speeding up by using ATS technology (ROMA)
- Start pro-active recruitment and creating pools on vacancy level for expected vacancies
- Hiring “new” process driven CORE/Online specialists



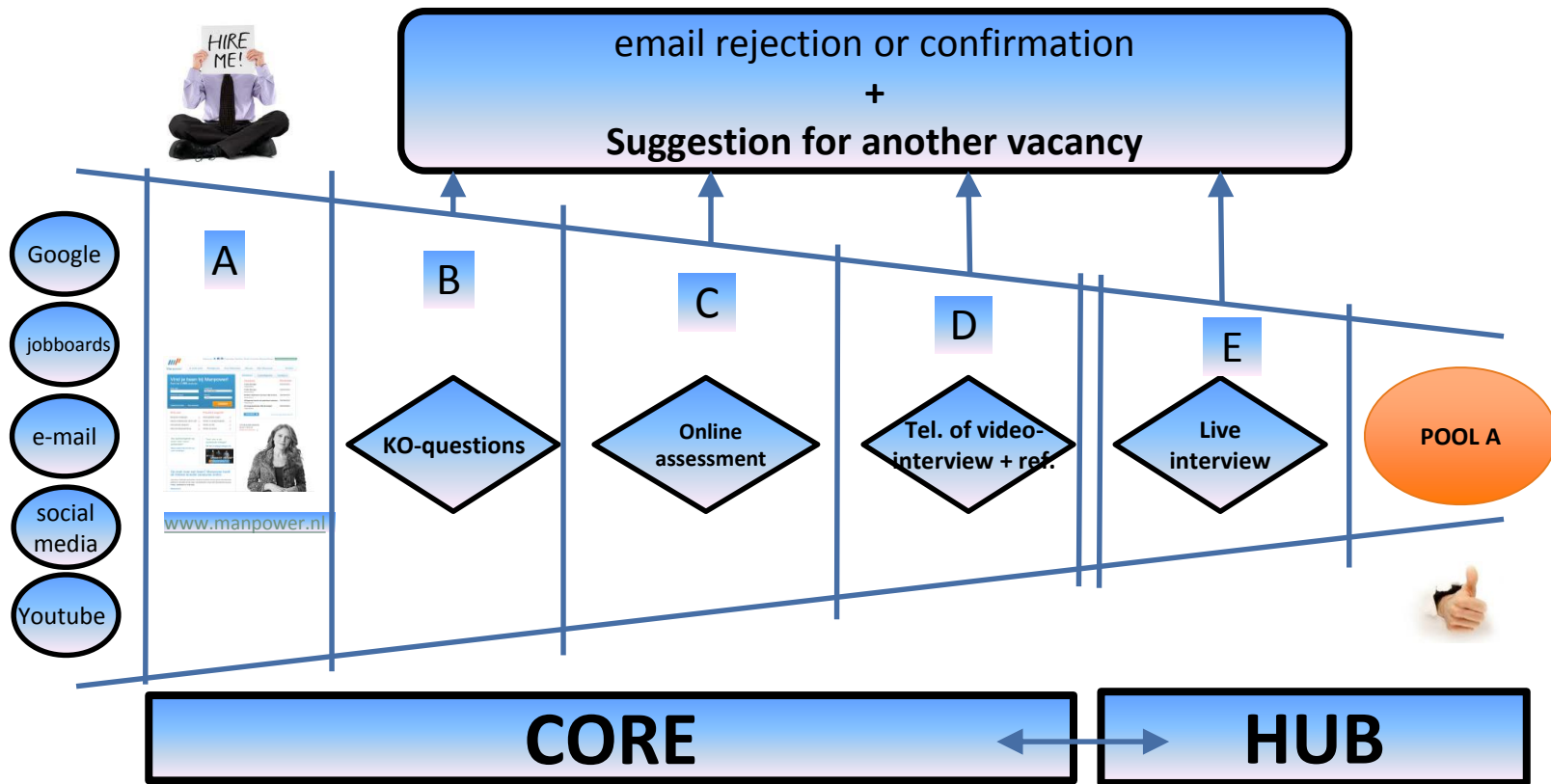
# Recruitment focus CORE



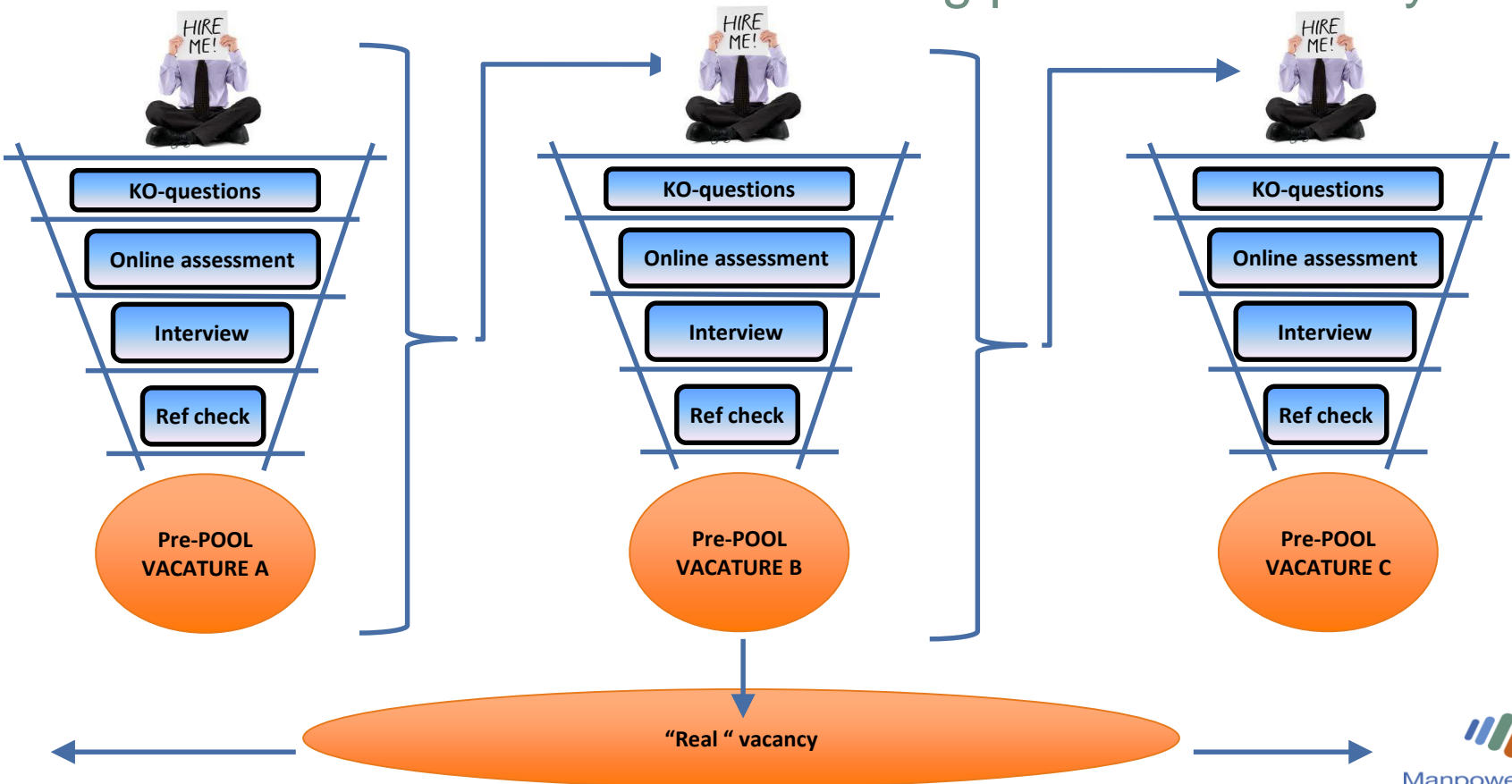
## Top 4 Manpower profiles in the Netherlands

1. Production
2. Logistics
3. Administrative
4. Call Center

# Create digital recruitment funnel



# Pro-Active/Parallel recruitment-> Creating pools on vacancy level

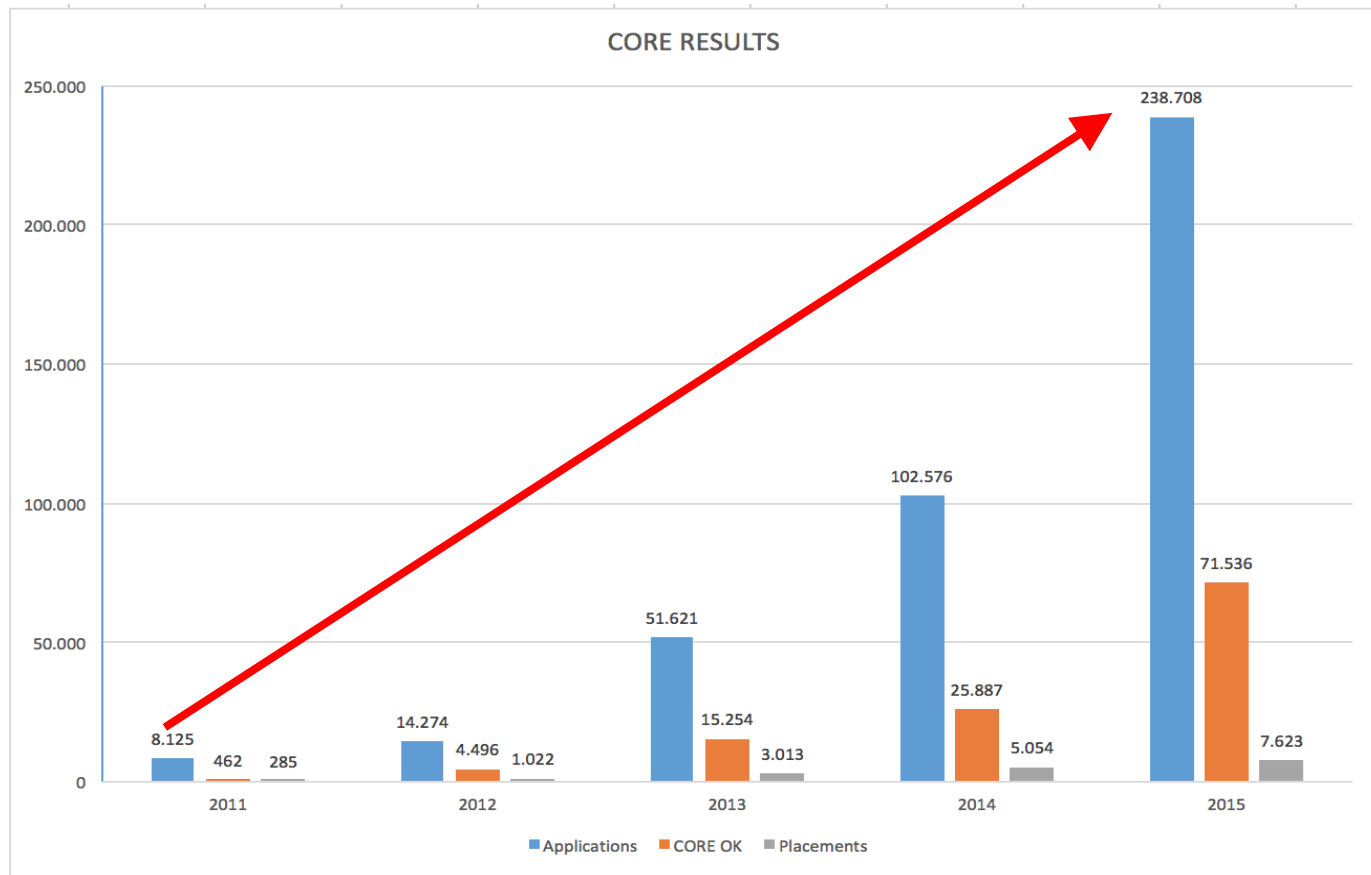


# Hiring “new” process driven CORE/Online specialists

- **Not traditional temp-consultants**
- **But specialists , who...**
  - Have new insights....
  - Experience with Online Marketing/Recruitment/PR, Social Media, Google Analytics, Adwords, You Tube, SEO....
  - Want to innovate and experiment
  - Data driven, analysing-skills
  - Creative, but also process driven
  - Want to learn and share (thought leadership)



# The results





indeed  
one search. all jobs.

monsterboard.nl

Google

twitter

facebook

in

Online

CORE

Delivery

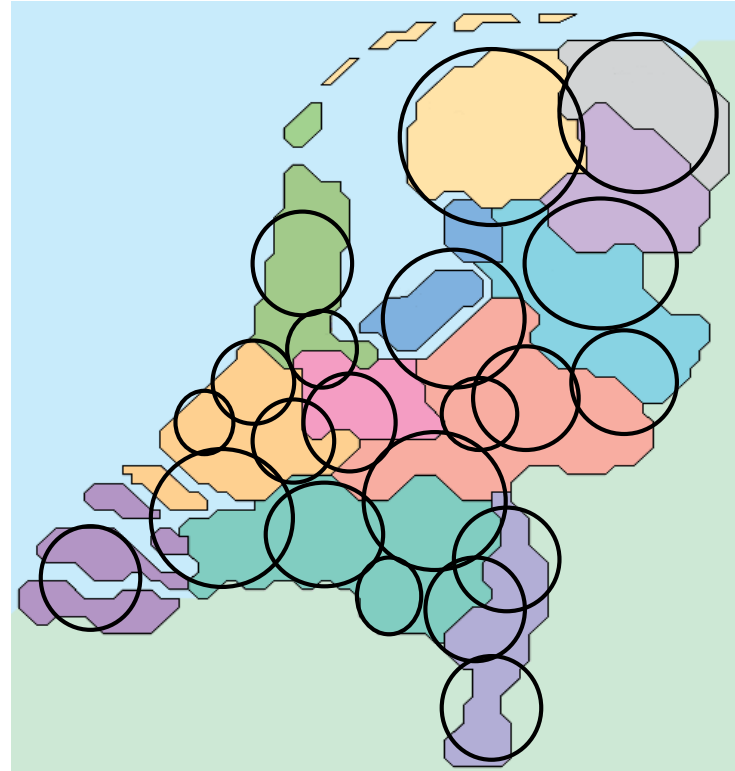
# Reducing offices and FTE, integrate CORE and Online Marketing

## 21 Market Areas

- Local Character
- Easily Accessible
- 21 HUBS + On Sites

## Integrated model

- Online
- CORE
- Delivery
- COPE



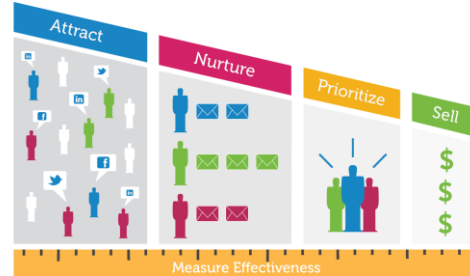
# The (recruitment) world is rapidly changing

## Data & BI



## APPS

## Connectivity



## (Marketing) Automation



.....but we are stuck with a “Frankenstein”



# 2015 New foundation instead of new “tooling”

connexys



Workflow | Flexible | Scalable | Cloud | 24/7 | All Devices | Mobile App | Data and Reporting

**FUTURE PROOF**



# 2015 Implementing Connexys for Experis



connexys

Workflow Management Solution  
Automated Job Marketing & CRM  
Real Time Reports on all Data  
Any Device & Easy to Adjust



7,6  
91%

Experis  
Satisfaction  
Index

Improvement  
compared to old  
system

Connexys + Freshdesk-ticketing implemented in 2,5 months from scratch

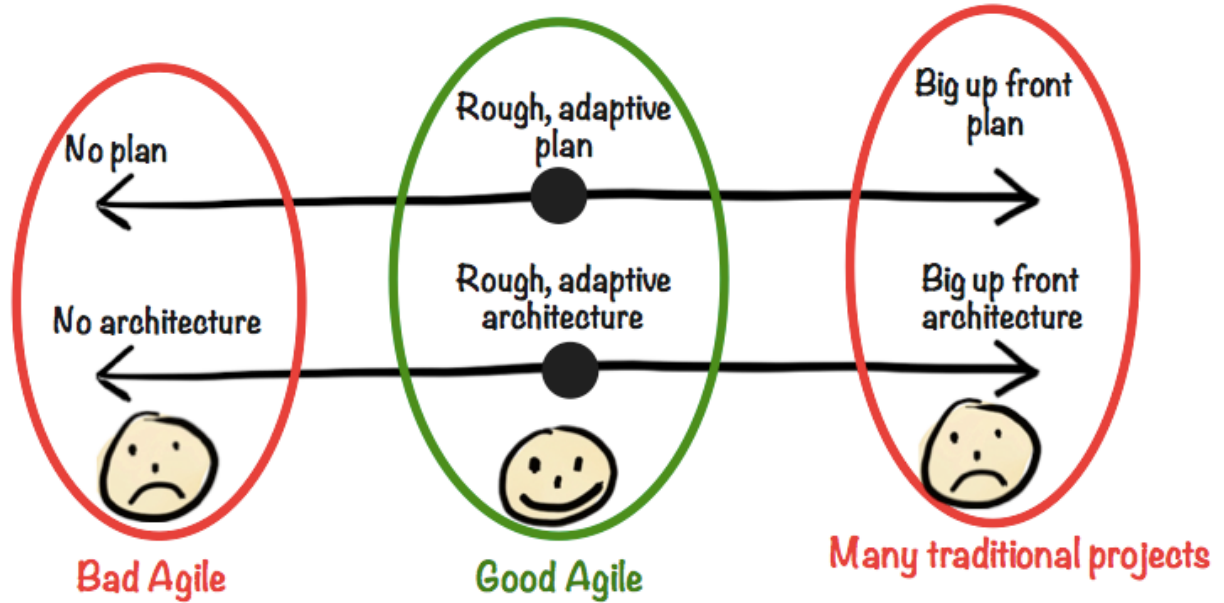


# 2016 Implementing Connexys for Manpower

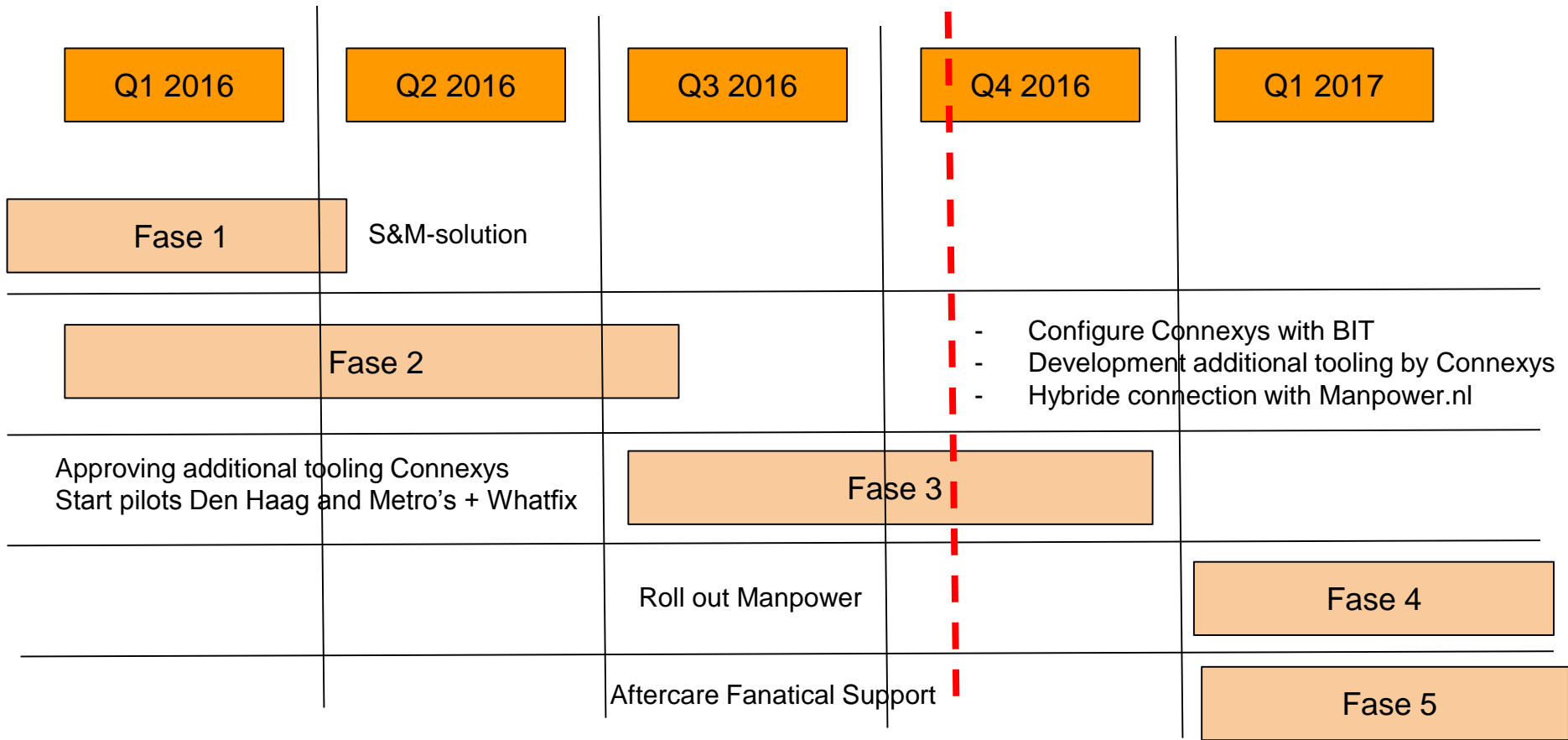


“Whole new ballgame”

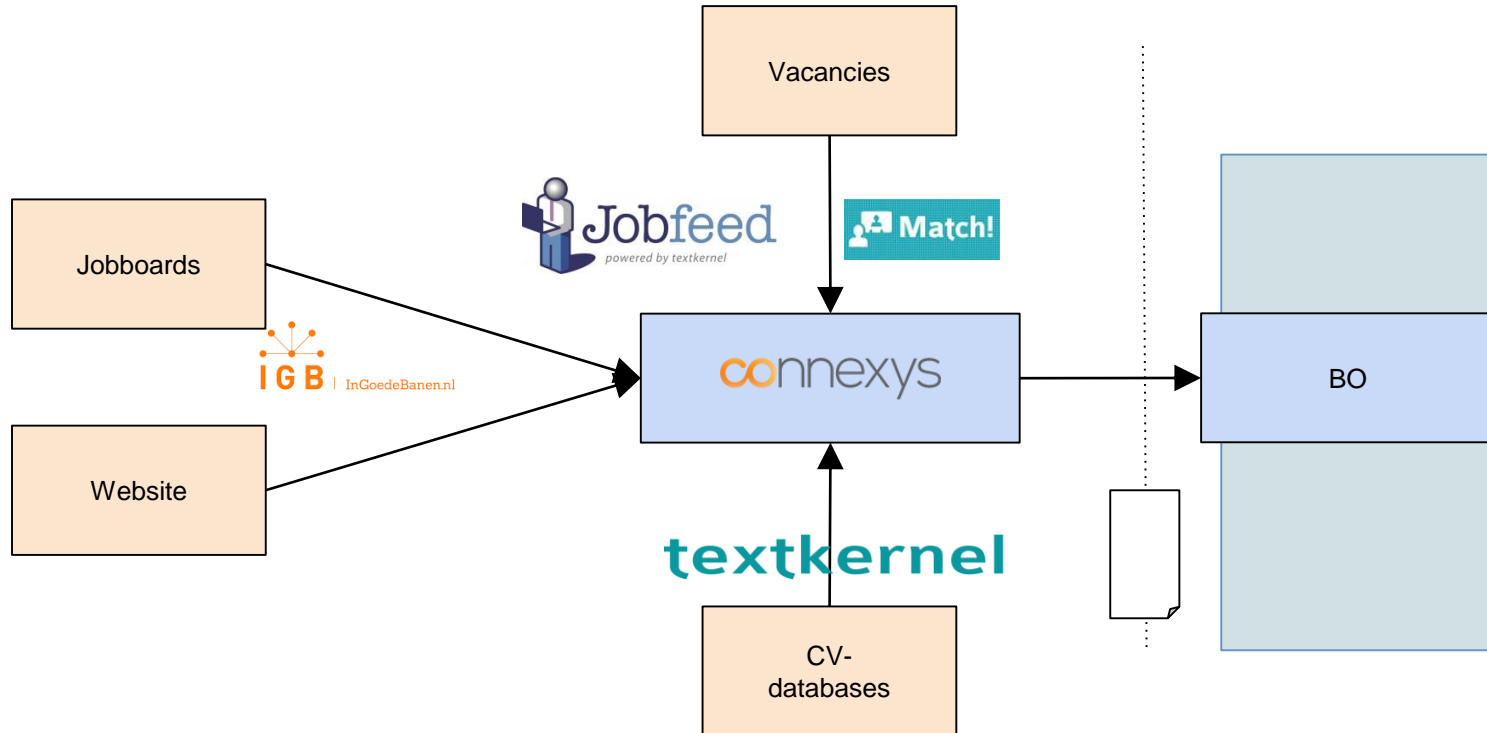
# Agile Approach



# Plan & timeline



# Front office vs Back office





# Business Implementation Team

	w3 di-do	w4 di-do	w5 di-do	w6 di-do	w7 di-do	w8 di-do	w9 di-do	w10 di-do
Workflow	<div><div>&gt; Input achterban (bv Denktank) &gt; Afstemming keuzes</div><div><div><div>BIT</div><div>PT</div><div>CXS</div></div><div><div><div>DI &amp; DO 13.00-17.00 WOE = Config</div><div><div><div>• Timeboxes inrichting:</div><div><div><div><div>Act</div><div>Plan</div><div>Check</div><div>Do</div></div></div><div><div>- Voorbereiden Core Apps</div><div>- Keuzes &amp; validatie met BIT</div><div>- Inrichten met Consultant CXS</div><div>- Testen &amp; Sign off BIT</div></div></div><div>&gt; Richten per sessie steeds een stukje in</div></div></div></div></div></div></div>							
Accounts								
Contacts								
Vacatures								
Kandidaten								
Rapportages								

Infrastructure -> no big bang!



# Additional tooling CO-development

- Questionnaires
- Availability check
- Proposals 2.0
- CV-generator



# Steering Committee

## Challenges

- Data-migration
- Reports
- Continuous improvement
- Pilot outcomes
- **Training/Adoption/Support**



# Training/Adoption/Support





Ready for launch in Q1 2017



# Ready for the future.....?

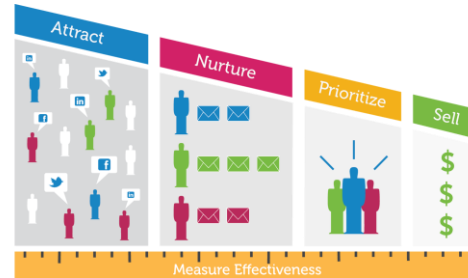
## Data & BI



## APPS

Team Sourcing & Digital

## Connectivity



## (Marketing) Automation

Thank You & Questions

