

Strategy & Objectives

- To replace a software solution that had been in place previously (of German origin), which had been translated into English. Future updates had not been available.
- Reduce the paper load that characterised ECB's recruiting process.
- Ease the handling of high volume applications and improve communication with applicants.
- Successfully fill approximately 250 vacancies a year with best talent.
- Comply with data protection legislation and avoid the associated penalties.

Selection Process

- An important selection criterion was a native English version of the new software.
- Further criteria were the price/performance ratio, functionality and ease of use.
- IT security also played a key role in ECB's decision.

StepStone's i-GRasp Solution

- StepStone is Europe's leading provider of online recruitment services and solutions.
- StepStone i-GRasp gives recruiters the tools for complete control over all aspects of external and internal recruitment processes.
- Allows customers to operate their own private career sites, covering both external and internal candidates.
- Other clients recruiting with StepStone's i-GRasp solution include: Cadbury Schweppes, Cetelem, Essilor, H&M, KPMG, LVMH, Norwich Union, Orange, Oxfam, PricewaterhouseCoopers, Royal Mail and Vodafone.

HR staff are no longer tied up typing candidate data into the computer or copying and distributing applications received in the post, but instead they are able to devote themselves to other and more interesting duties in recruiting and development.

Petra Seethaler, Project Manager for HR software, European Central Bank

Whilst the benefits that the European Central Bank are enjoying are significant, these are fairly typical of what we deliver to all of our clients throughout Europe. Our market leading e-recruitment tools have a strong track record of success, particularly when combined with a powerful internal HR strategy such as ECB's.

Matthew Parker, Group Managing Director, StepStone Solutions



Key result areas

- 13,000 applications were received in 2004 – the majority by post. Between January and August 2005 alone, there were 11,000 applicants due to simplified contact options.
- HR staff are no longer tied up typing candidate data into the computer or copying and distributing applications received in the post.
- Communication with applicants has been significantly improved, since HR staff are now able to use standardised email communications.
- Telephone and email queries have significantly decreased, due to the new applicant management system which allows them to log into the ECB career pages to view the status of their application.
- No need for any IT resources or special hardware as StepStone's i-GRasp provides a hosted solution.
- Since applicants type their own data into the online application form, transcription errors have been eliminated.
- ECB has a clear overview of the performance of each recruiting method.
- The solution is in line with data protection legislation and enables ECB to avoid the penalties of non-compliance.

Working with StepStone's i-GRasp

- A period of customisation of the StepStone i-GRasp solution took place prior to going live.
- Initial training for HR staff, which required just a few days: *"You can use the system easily and intuitively"*, explains Petra Seethaler, Project Manager for HR software, ECB.
- Since the implementation, key ECB staff have direct access to applications. *"This is important for our records, since applications received after the due date cannot be accepted. There are very strict rules on this"*, says Petra Seethaler.
- Apart from traditional applicant management functions such as monitoring of status and different levels of authorisation, the StepStone i-GRasp solution offers many valuable features. One such feature is the Job Alert: prospective employees who have not been able to find a job vacancy matching their profile are able to register themselves for job alerts. As soon as a matching job is posted, they receive notification by email.
- Although ECB did not initially use the online assessment option, a pre-screening process will be implemented offering candidates a questionnaire-based self-assessment tool. The system will then provide a list of candidates best suited to the job.

Improving ECB's Efficiency

Article published by Strategic HR Review: 15/05/06 The European Central Bank (ECB) is one of the increasing numbers of companies relying on software-based solutions to make their recruitment processes more efficient. In 2004, HR staff at ECB introduced i-GRasp, a talent management solution from StepStone, a specialist in technology enabled recruitment. Since its introduction, the recruitment workload of the bank has been significantly reduced. Until the end of 2004 the recruiting process at ECB was characterised by its paperload. Data from postal applications was entered manually into a software system. Folders were copied and distributed to managers and members of the selection panel responsible for each hiring decision. Using the new system, HR staff are no longer tied up typing candidate data into their computer or copying and distributing applications received in the post, but instead they can devote themselves to other duties in recruiting and development.

Superior Communication, Fewer Call Backs

Communication with applicants has also significantly improved, since HR staff now use standardised email communications. Telephone and email queries from applicants have dramatically decreased, due to the new applicant management system which allows them to log-in to the ECB career pages to view the status of their application. *"Furthermore we no longer need any IT resources or any special hardware because the new system provides a hosted solution,"* explains Peter Seethaler, ECB's project manager for HR software. Another advantage of the new solution is to improve the quality of data. *"Since applicants type their own data into the online application form, transcription errors – which always arise when HR staff have to input large amounts of applicant data every day – have been eliminated,"* says Seethaler. The solution also provides a clear overview of the performance of each recruiting method. *"We're now able to tell which channels yield the best results."* StepStone's i-GRasp also ensures that ECB stays in-line with UK data protection legislation and therefore avoids the penalties of non-compliance.

Application Numbers Under Control

Approximately 250 vacancies need to be filled each year at the ECB, where the career opportunities available create a high rate of applications for situations vacant. Nearly 13,000 applications were received in 2004 – the majority by post. Between January and August 2005, there were 11,000 applicants. Seethaler feels that significant contact options via the online application form are the reason for the application numbers compared to 2004. The new system eases the handling significantly and the increased number of applications doesn't present a problem for HR staff.

Intuitive Use

Initial training for HR staff in the system required just a few days: *"you can use it easily and intuitively,"* explains Seethaler. ECB specifies that applications are preferably via the online application form. However, should an application be received by post, the documents are scanned and the basic data is entered manually. Apart from traditional application management functions such as monitoring of status and different levels of authorisation, the software solution offers helpful features such as the Job Alert: prospective employees who haven't been able to find a job vacancy matching their profile can register themselves for Job Alerts. As soon as a matching job is posted they receive a notification by email. The screening process used by ECB is a questionnaire-based, self-assessment tool for candidates – once the answers have been submitted, the system provides ECB with a list of candidates best suited for the job.

European Central Bank

The European Central Bank (ECB) is responsible for monetary policy within the Euro area. ECB's headquarters are in Germany, where the international institution employs 1350 staff.

StepStone Solutions

StepStone, a pioneer in the area of online e-Recruitment products and solutions, delivers a powerful complete suite to reinforce each element of the recruitment and retention process from the initial pre-hire attraction of candidates, through on-boarding to Total Talent Management of employees post-hire including HR Management, Performance Management, Compensation Management, Skills & Competency Management as well as Career & Succession Planning, Training & Development Management and Organisational Charting.

StepStone's fully web-based software solutions have been deployed by more than 1000 companies such as Amazon, British Airways, Cadbury Schweppes, Coca Cola, Deloitte, European Central Bank, Lufthansa, McDonald's, Statoil, TNT, Toyota, TUI, Vodafone, Xerox and Yahoo. StepStone's worldwide offices in Europe, North and South America, Asia and Australia, its partners and distributors guarantee customer proximity.

Contact

UK +44 1483 739450, uk@stepstonesolutions.com