

DONG Energy

E-recruitment solution streamlines recruitment processes and enhances the candidate experience

Business challenge

Fragmented recruitment processes were inefficient and time consuming. There was little coordination between the business units and candidates were not always kept up to date with the progress of their applications.

Solution

The StepStone e-recruitment solution is used throughout DONG Energy to advertise jobs in a single, employer-branded location and track and monitor progress of recruitment projects.

Results

Recruitment processes are now much faster and more efficient. Communication with applicants has been enhanced to improve their first impressions of the organisation while tracking has enabled DONG Energy to optimise its use of external recruitment resources.

The Business

Headquartered in Denmark, DONG Energy is an integrated energy company covering the entire energy value chain. It explores for oil and gas; produces power and heat from power stations and renewable energy sources; trades on energy exchanges; and also sells gas and power to wholesale, domestic and business customers.

DONG Energy generated revenues of over DKK 60 billion (approx. EUR 8.2 billion) in 2008 and is a market leader in Denmark.

The Challenge

DONG Energy's business units were created when the company merged with six Danish power companies. Each business unit had its own HR team with its own processes for recruiting new staff. In most cases these processes were paper-based, inefficient and time-consuming. It was difficult to share information about job applicants between the different business units and all too easy for applications to get mislaid as they were passed between managers.

"We didn't always keep applicants up to date with progress, which didn't give the best first impression," admits Søren Daugaard Hansen, HR Consultant and Group HR Project Leader for the StepStone solution at DONG Energy. "We also risked not matching good candidates with vacancies across the different areas of our business," he adds.

DONG Energy wanted to make its recruitment processes more efficient and improve the experience for candidates. It therefore



Solution: **e-recruitment**

Industry: **Energy**

Country: **Northern Europe**

Number of Employees: **6,000**

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Søren Daugaard Hansen,
HR Consultant and Group HR Project
Leader for the StepStone solution, DONG Energy

needed to post job advertisements on one homepage, store applicant details centrally and implement standardised procedures across the business units.

The Solution

DONG Energy chose the StepStone e-recruitment solution because of its rapid return on investment and speed of roll out. The ability to phase the deployment, bringing different business units on board at different times, was another influencing factor.

The StepStone solution is already being used in Denmark and Norway and is now being rolled out to the UK, Holland and Germany. Around 30 HR recruitment administrators regularly use the solution to post job advertisements, about 1000 each year, on DONG Energy's internal and external websites. Between 200 and 300 recruiting managers also use the solution to track and monitor the progress of their vacancies.

The Results

To facilitate seamless integration with the recruitment area on the company's website, StepStone e-recruitment and the emails that are sent to applicants from the system fully reflect the DONG Energy branding. "This high quality, consistent employer branding helps enhance the candidate experience. Applicants don't feel they are leaving the DONG Energy website when they apply for a job," explains Søren Daugaard Hansen.

DONG Energy is now communicating more effectively with applicants and giving a more favourable impression of the company. Every application is immediately acknowledged via the system. The StepStone solution also allows useful information, such as a link to a webpage, to be added to emails that are sent to applicants.

The recruitment process is much faster and more efficient than in the past. In some cases it now takes just a few hours to screen candidates for a position and invite them for interview—a process that could take days before.

Søren Daugaard reports that feedback from new users of the system is consistently positive. "Everyone finds the system very intuitive," he says. "It makes posting job advertisements and tracking applicants completely straightforward and ensures the whole company follows our standard recruitment processes."

This streamlined approach is delivering productivity gains as HR recruitment administrators are released from manual tasks and paperwork. For example, sending an email to everyone involved in a recruitment project used to mean copying email addresses from paper records and inserting them into the email. With the StepStone solution, this can be done at the touch of a button.

Because all applications are now made via the StepStone solution they can be tracked right through the recruitment process with no risk of being mislaid. Recruiting managers can log on to the StepStone system to get instant access to the information they need and share information about applicants with other managers.

The CV database is an important capability of the StepStone solution for DONG Energy. All applicants' details are captured, creating a valuable pool of people interested in working for the company. It is easy to search for suitable candidates when a new vacancy comes up, confirms Søren Daugaard Hansen: "Searching through previous applications was virtually impossible before we had the StepStone solution." Additionally, DONG Energy can send newsletters and other communications to applicants in the database to keep in touch and encourage them to revisit the vacancies list.

The StepStone solution is also helping DONG Energy make best use of its external recruitment budget. The company can record where applicants see vacancies advertised and then analyse this information. This insight ensures that expenditure can be focused on the most effective recruitment agencies and job boards.

About StepStone

StepStone helps businesses get increased performance from their people, helps them build and develop global talent pools, and helps people find new jobs that match their talents. Across the world thousands of organisations rely on StepStone every day to improve their business performance and talent development strategies while millions of people rely on StepStone to improve their careers. StepStone delivers world class technology and services for finding, recruiting, retaining, managing and developing talented people.

StepStone operates some of Europe's largest talent networks, accurately matching employers with potential employees, and provides a complete suite of Human Capital Management software solutions. StepStone's on-demand (SaaS) software and services enable organisations to implement efficient processes, including; attraction and hiring, post-hire talent management, performance management, compensation management, skills and competency management, career and succession planning, training and development management.

More than 1,600 organisations, including many of the world's leading businesses, use StepStone software and services. It operates in 17 countries and employs around 800 people. Its global customers include Aviva, Deloitte, Deutsche Telekom, Lufthansa, McDonald's, ThyssenKrupp and Volkswagen.

Contact

DK	+45 72 25 15 25	dk@stepstonesolutions.com
UK	+44 2074 072 300	uk@stepstonesolutions.com
USA	+1 866 708 47 60	us@stepstonesolutions.com