

About Statoil

- Statoil is an integrated oil and gas company with substantial international activities.
- The Statoil group is the world's third largest net exporter of crude oil and Europe's largest oil producer.
- The group employs around 25,000 people in 33 countries, and has around 1400 service stations in the Nordics alone.

Statoil's strategy and objectives

- To implement an innovative, communicative and more professional recruitment system.
- To streamline and standardise recruitment processes for the group's 2000 or so service stations in the Nordics, Poland and the Baltic countries in order to make them more efficient.
- To make fewer but higher quality interview appointments.
- To reduce financial costs and time associated with the group's recruitment.

Challenges

- Statoil needs to appoint 8000 new recruits every year.
- The group wanted to ensure the professional management of all candidates and their individual applications.
- Training for over 2000 station managers in Europe for its new, standardised recruitment tools.

Key benefits of Statoil working with StepStone's EasyCruit solution

- The candidate database within StepStone EasyCruit enables Statoil to quickly and easily search previously registered candidates, before needing to publish an advertisement.
- Statoil no longer receives paper applications as all candidates are registered online.
- Statoil is guaranteed that all candidates will get a response once their application is received, by having standardised, automated response letters issued.
- Screening questions make it possible for recruitment managers to spend more valuable time on suitable candidates and less time on administration.
- With one simple click, Statoil can select which advertising channels to use for a particular advertisement.



Key result areas

- Return on investment achieved within the first few months.
- No paper applications are received as all candidates are now registered online.
- Significant cost savings for example: one station manager in Norway used to spend €12,000 on newspaper advertising, whereas now adverts are placed on the Internet.
- Huge time savings have been achieved – at least 10 hours per recruitment has been estimated.
- Screening and ranking functionalities make it possible for recruitment managers to spend more valuable time on suitable candidates. Usually, companies spend 80% of their time and resources on the 80% of applicants who do not get the job. With EasyCruit, Statoil can now focus on the 20% who do.
- Statoil now has fewer but higher quality interview appointments.
- The group has achieved higher staff retention.
- A positive effect on Statoil's employer branding from standardised recruitment processes.

We are very pleased to see the success that Statoil has had with EasyCruit within their retail division. The benefits and results are typical to what we have found with other clients using our leading e-recruitment solution. Extending the use of EasyCruit to other Nordic countries and the Baltic States is the next logical step. We enjoy working with Statoil and driving measurable results with their recruitment activities and look forward to doing so over a wider geographical area.

Matthew Parker, Group Managing Director, StepStone Solutions

If all our service stations throughout the Nordics, the Baltic countries and Poland had started using EasyCruit on the same day, then the system would have paid for itself in just a few months, based solely on the time we would save on administration for each post recruited. Even by taking it in smaller stages, there is no doubt we will achieve huge savings.

Nina Sandsbråten, Development Manager, Statoil, HQ Norge

Statoil – making employees smile

The Norwegian owned oil company Statoil, gets fired up about its recruitment processes throughout the Nordics, the Baltic countries and Poland. Thanks to Statoil's values and innovative recruitment methods, the group is investing in fewer but more professional recruitment schemes, whilst also improving retention of employees, which should produce dramatic cost savings. The Statoil group is the world's third largest net exporter of crude oil and Europe's largest oil producer. The group employs around 25,000 people in 33 countries and has around 1400 service stations in the Nordics alone, and it is still growing. Statoil is in no doubt that oil is not the only reason for its growth. Skilled, professional employees with a glint in their eye are the secret behind Statoil's slogan: 'we make people smile.'

Professional recruitment

Professionalism, greater efficiency and streamlining are just some of the key objectives behind Statoil's recruitment strategy. *"It is impossible to remotely manage recruitment from a central personnel department. Station managers who know the local conditions, must take responsibility for their recruitment needs. But to be able to do this effectively, they require good tools and support from the organisation,"* says Kari Anne Brattetaule, a recruitment manager for Statoil Detail in Norway. To achieve this Statoil implemented StepStone's e-recruitment system EasyCruit in January 2005, together with Assessio's Service F test. Following excellent feedback from Norway, Statoil Detailhandel in Denmark next implemented StepStone EasyCruit and the Service F test in January 2006. This was followed by the Baltic countries and Murmansk in spring 2006 and in the autumn, the Swedish and Polish Statoil stations were also trained in the use of StepStone EasyCruit – all based upon the Norwegian model.

More time for interviews, collecting references and evaluation

"By working with an e-recruitment tool such as StepStone EasyCruit, it is possible to simplify, automate and streamline assignments, which would normally be impossible with a large pile of applications," explains Brattetaule: *"For example, we can now send advertisements to online and print media at the same time. You simply create the advert and a link to the job opportunity in question and then send the advertisement to the online locations and print media you want to use, including your own website."*

"Other benefits of the tool include being able to adapt application forms to your own requirements and then link it to the advertisements," explains Brattetaule.

"There is also a screening and ranking function, which sorts and ranks the candidates. The candidates are initially sorted based on the basic requirements, such as whether the position requires a driving licence or special training. Applicants that do not meet these basic requirements will be weeded out by the automated screening process, which saves the recruitment manager a lot of work. The system also automates a response to all applications by email with confirmation that their application has been received. When progressing applications further, recruitment managers can see an overview of all the applicants and can search through all of their profiles. By using automated features, we save a lot of time, which our recruitment people can use for the most important aspects of recruitment, such as interviews, collecting references and evaluation," says Brattetaule.

Statoil recruits excellent people and saves at least €12,000

Kari Anne Brattetaule and Nina Sandbråten arranged intensive training for station managers before StepStone EasyCruit and the Service F test were put into practice. One of the many positive pieces of feedback from station managers in Norway came from Steinar Kittilsen, who rapidly discovered how StepStone EasyCruit positively affected his business. *"Previously, I used traditional newspaper advertisements, which could cost as much as €12,000. I typically received over 175 applications, which were all on paper,"* explains Kittilsen.

"After I agreed to pilot the project with Statoil Detailhandel, I placed advertisements on the Internet instead. Once we had screened applicants using StepStone EasyCruit's screening questions, we had between 50 and 60 candidates, who were then asked to take the Service F test. Around 20% of these progressed to the next stage, and we could start the process with a more detailed review of these 10-12 candidates. I am really pleased with this method of recruitment, as it saves a lot of money and I can spend my time more effectively," says Kittilsen.

Better employee retention

Having had such good experiences in Norway, the group's Danish department also decided to implement StepStone EasyCruit at the beginning of 2006. In Denmark alone, 1300 new employees are recruited every year, which in the past had created significant amounts of administrative work for both station managers and recruitment managers at Statoil's Danish head office in Copenhagen. *"Previously, we used a database, which was generated here at the head office for our recruitment processes,"* explains Pia Løvgret, the recruitment manager for Statoil Detailhandel in Denmark. *"The old database could do many of the same things as StepStone EasyCruit, but it was not as easy to use,"* adds Løvgret. *"I believe that we will save around 10 hours per recruitment here at the head office once the system is introduced, in addition to the time that each station manager will save, of course,"* adds Løvgret. *"We are looking forward to the new tools becoming part of everyday life at the individual service stations, which will result in us saving time on the actual recruitment process, and on recruiting fewer people. One of our main areas of investment is aimed at improving employee retention, and optimised recruitment processes are one of the ways we can achieve this goal."*

*** Interview with Kari Anne Brattetaule and Steinar Kittilsen carried out by Personal og Ledelse.**

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 800 companies such as Amazon, Astra Zeneca, 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.

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