

It's the little differences...

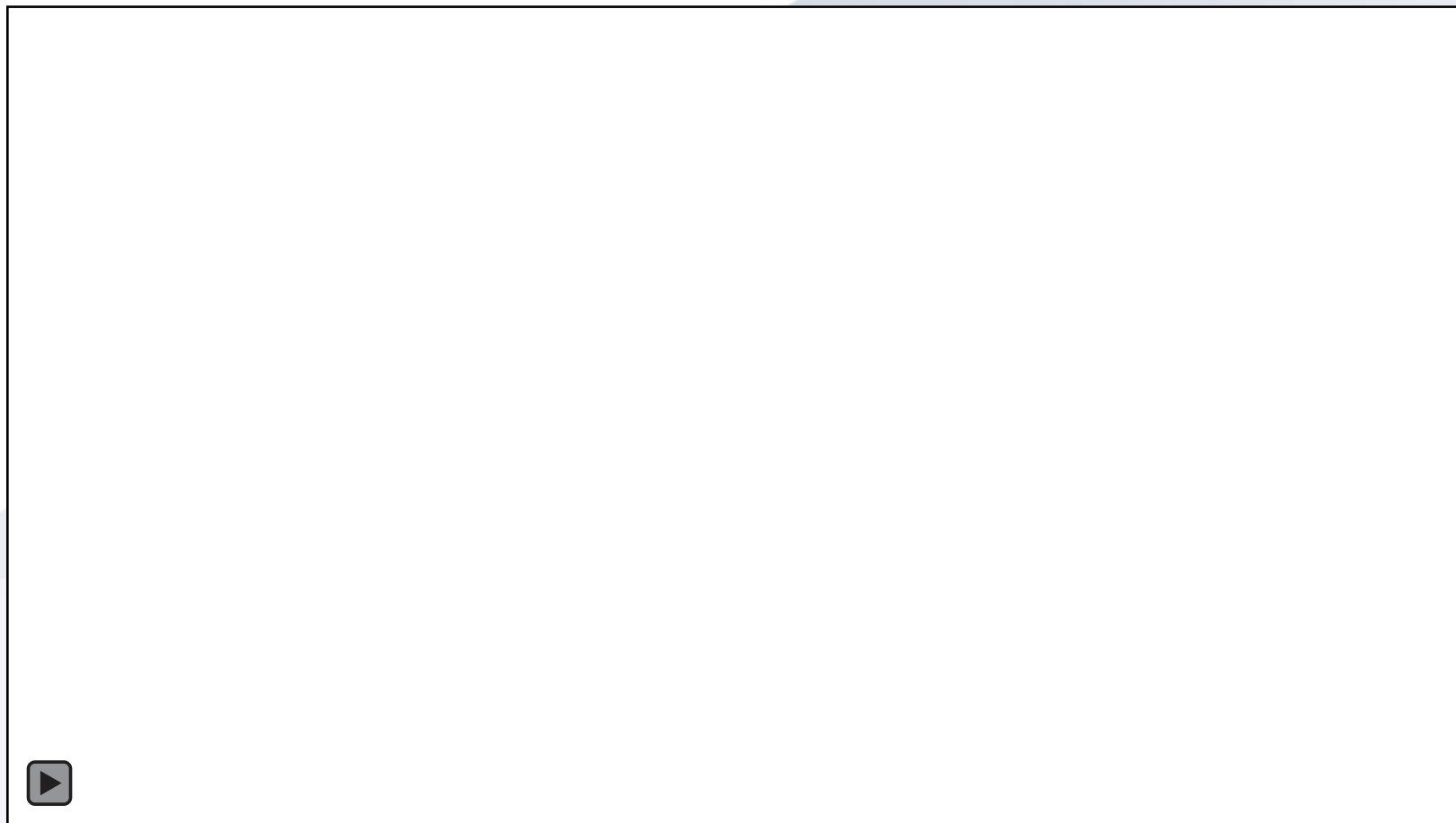
about candidates, traffic & content

iG!

INTELLIGENCE GROUP



It's the little differences



Intelligence Group

- ✓ **Global Labour market data & tech company**
- ✓ **Experts on combining data from several sources and make it practical and usefull**
- ✓ **Our goldmine: AGO & GTAM (international labour market research amongst over 100.000 people)**



Maaïke Kooter
Manager Business Innovation

Did you know....

-  **In France every vacancy needs to be in French**
-  **In Germany vacancies need to be gender neutral**
-  **LinkedIn has only a small market share in middle and eastern Europe**
-  **Europeans don't know ZipRecruiter yet**
-  **The use of job boards is virtually non-existent in Sweden and Estonia.**

It's the little differences...

Experience =
(expectation -
experience)*
Nationality



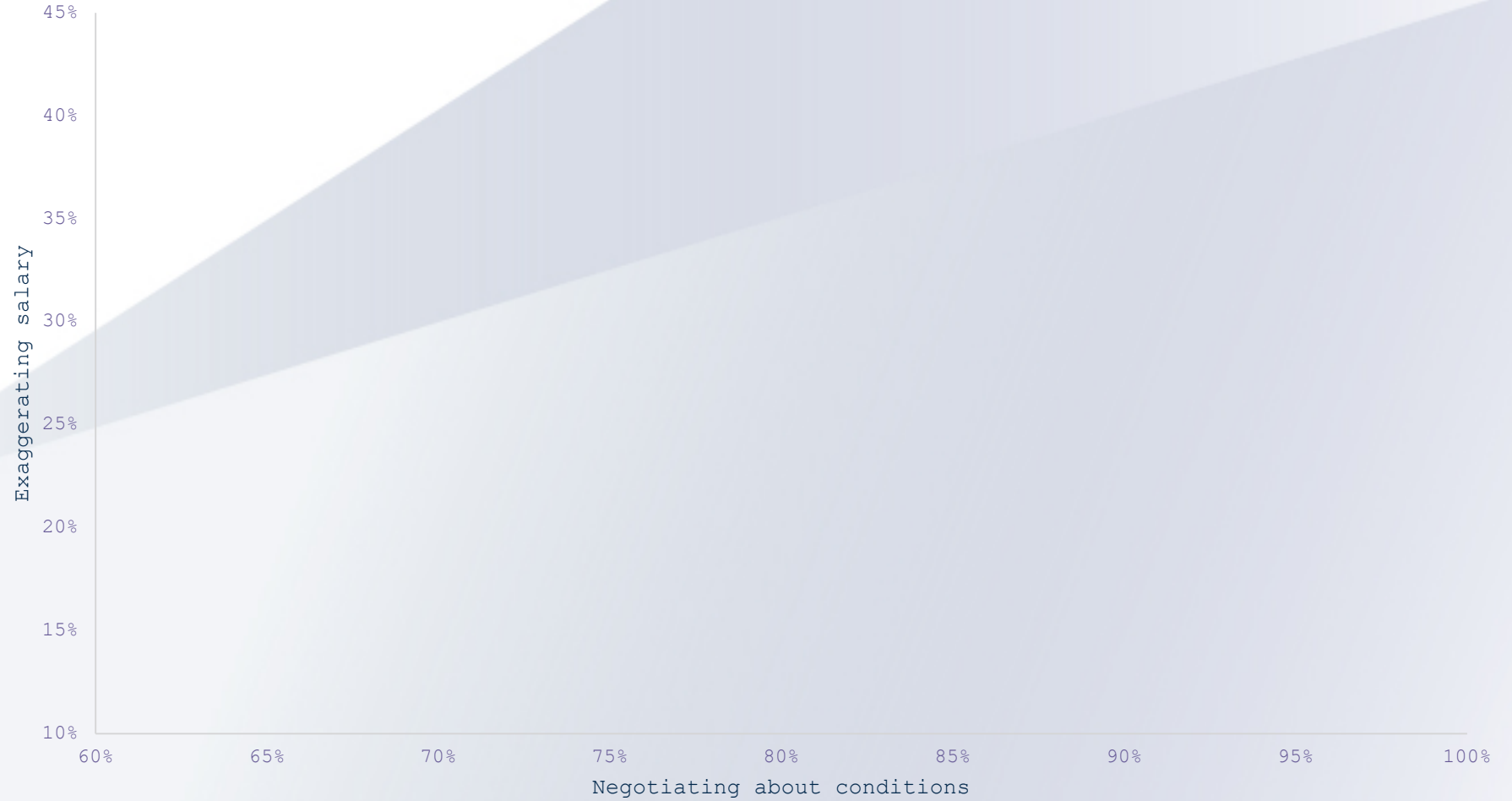
It's the little differences...

Expectation*
Nationality



Differences in exaggerating...

Exaggerate salary x negotiating conditions

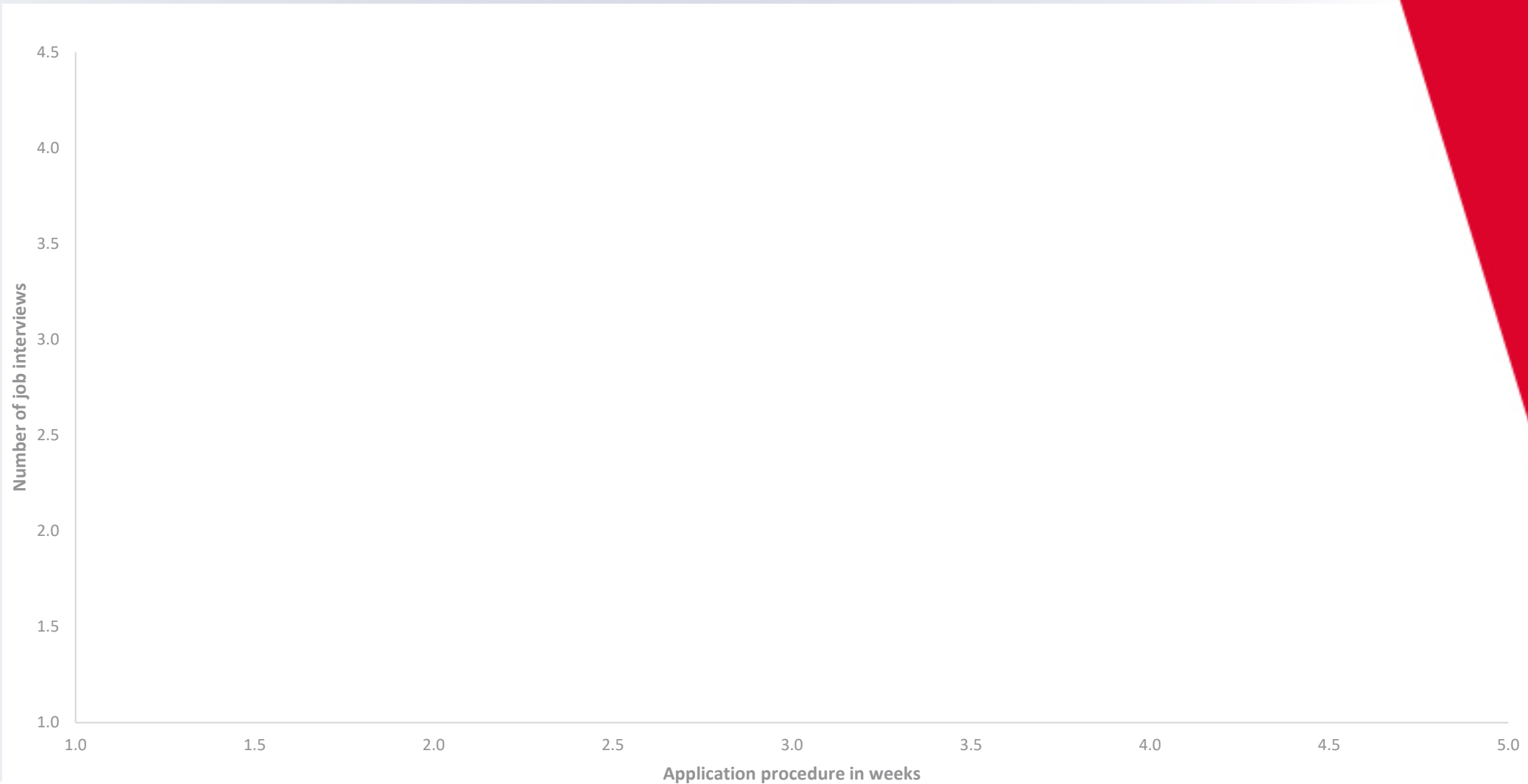


Differences in exaggerating...

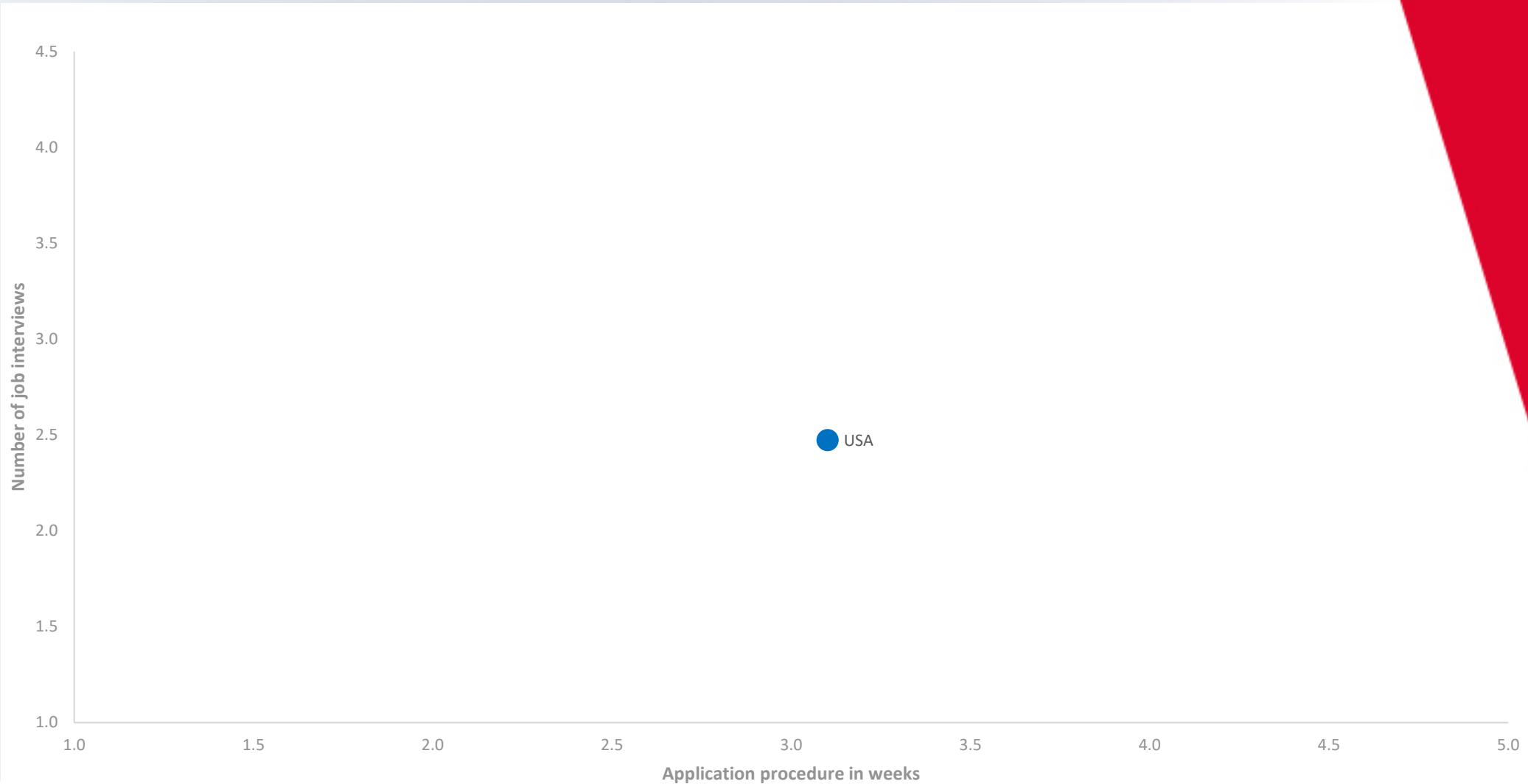
Exaggerate salary x negotiating conditions



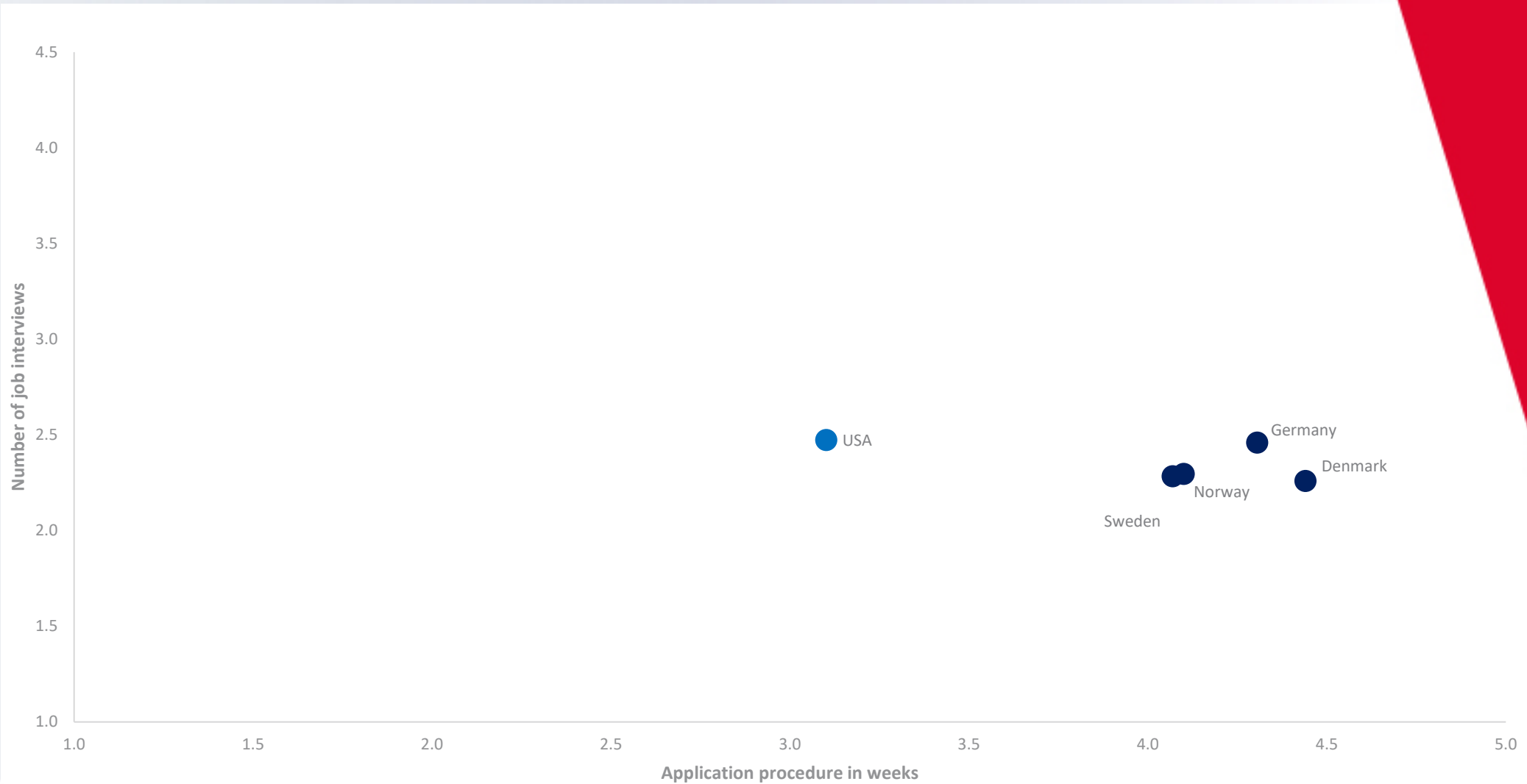
Expected interviews x acceptable time of procedure



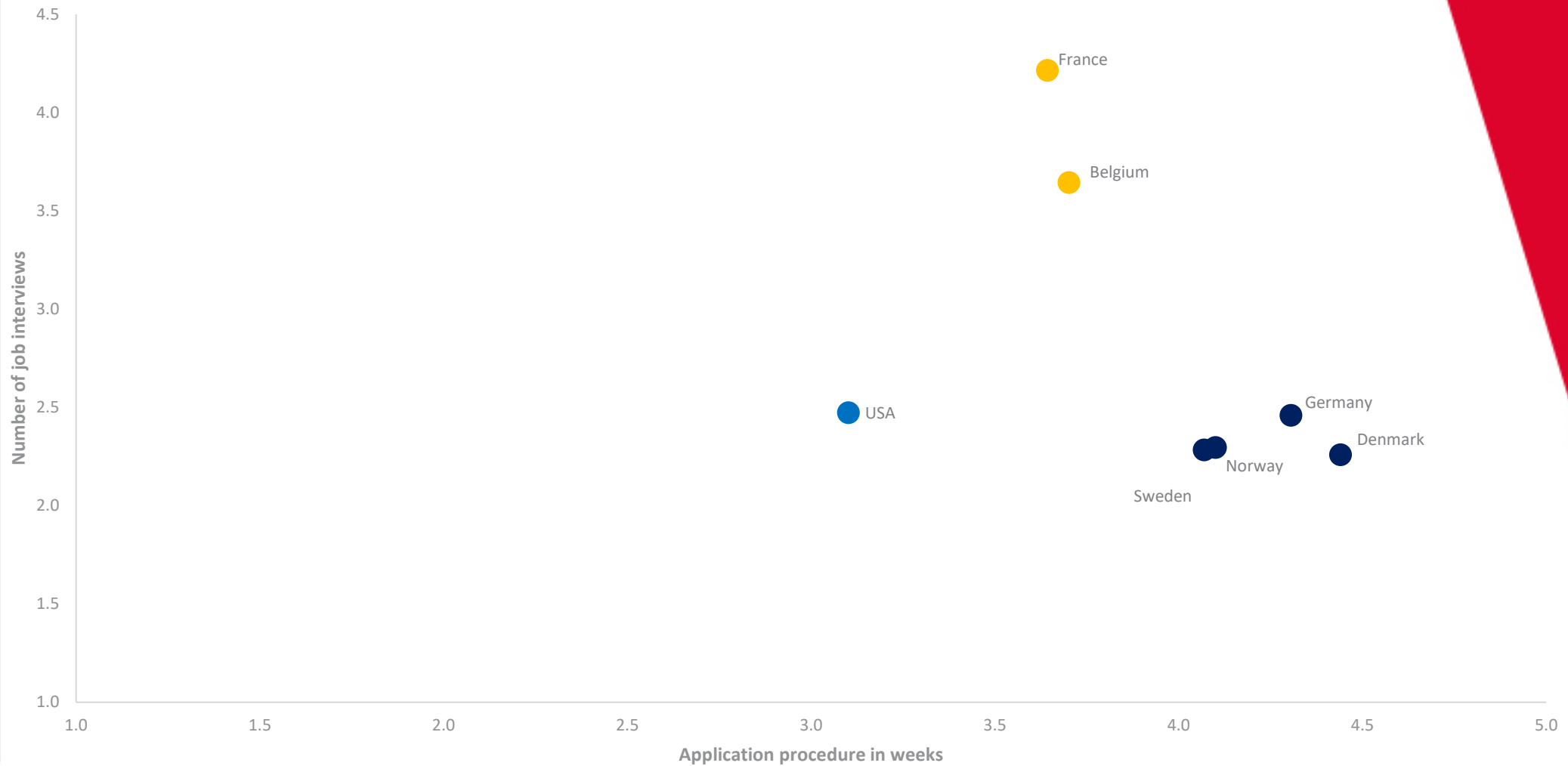
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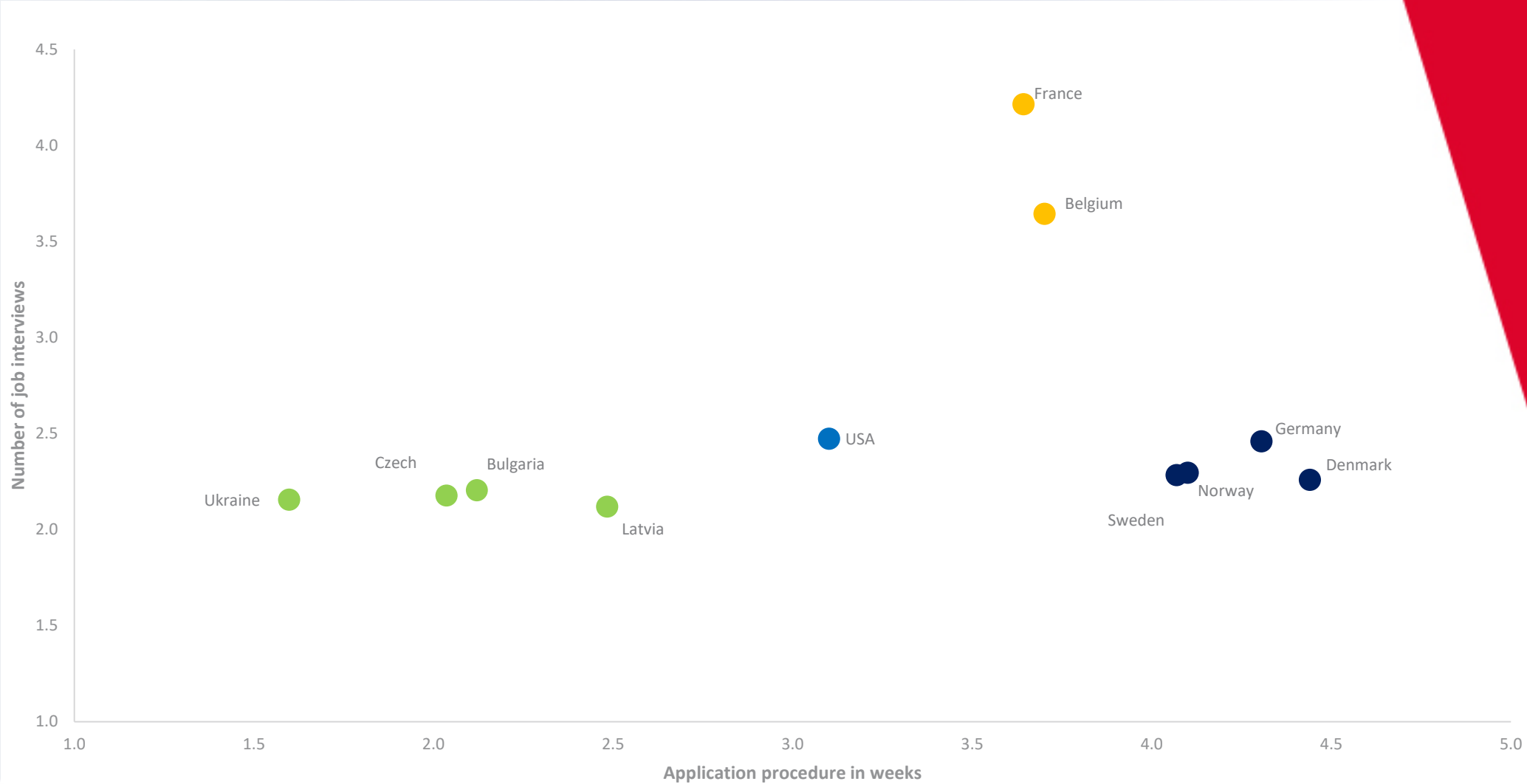
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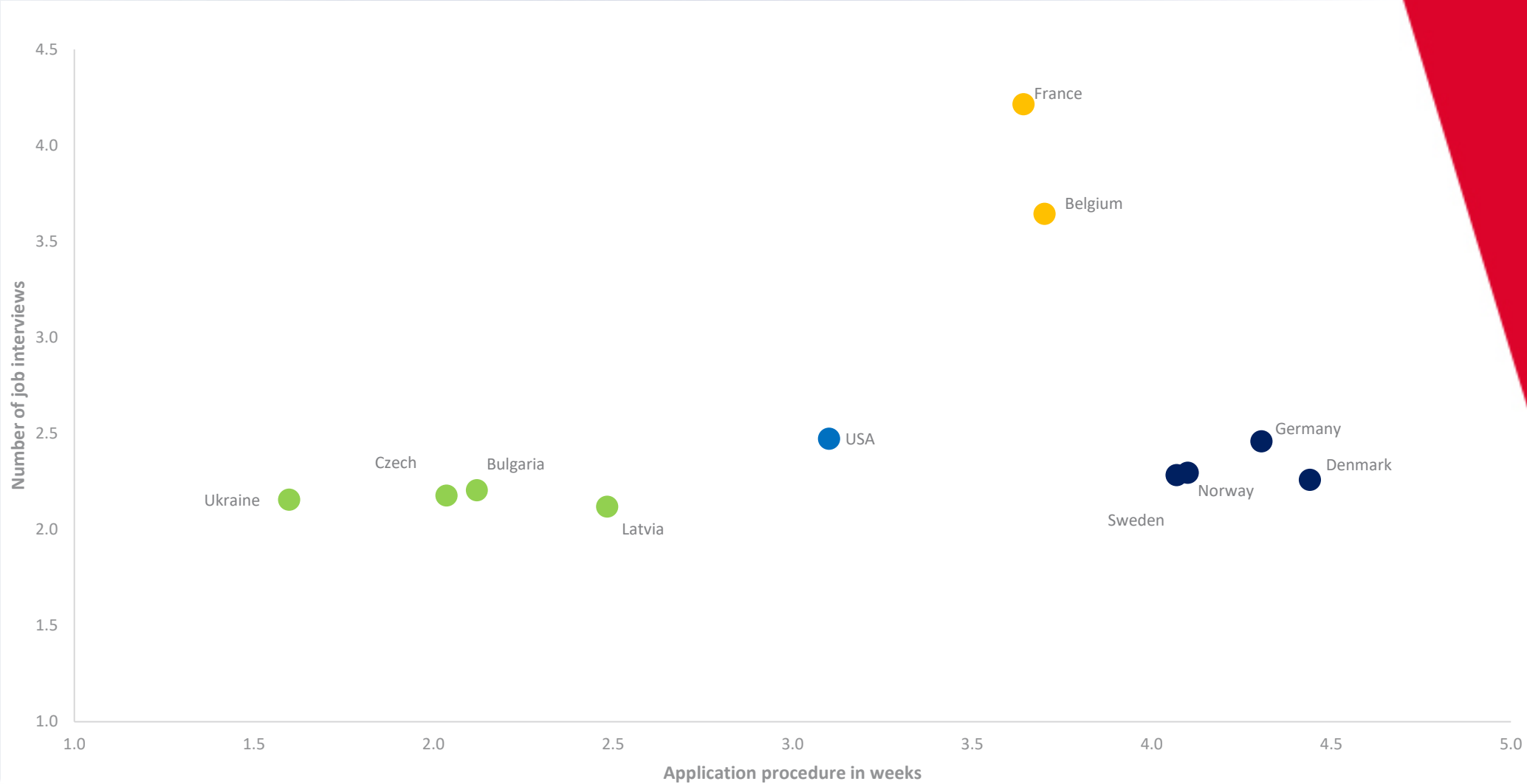
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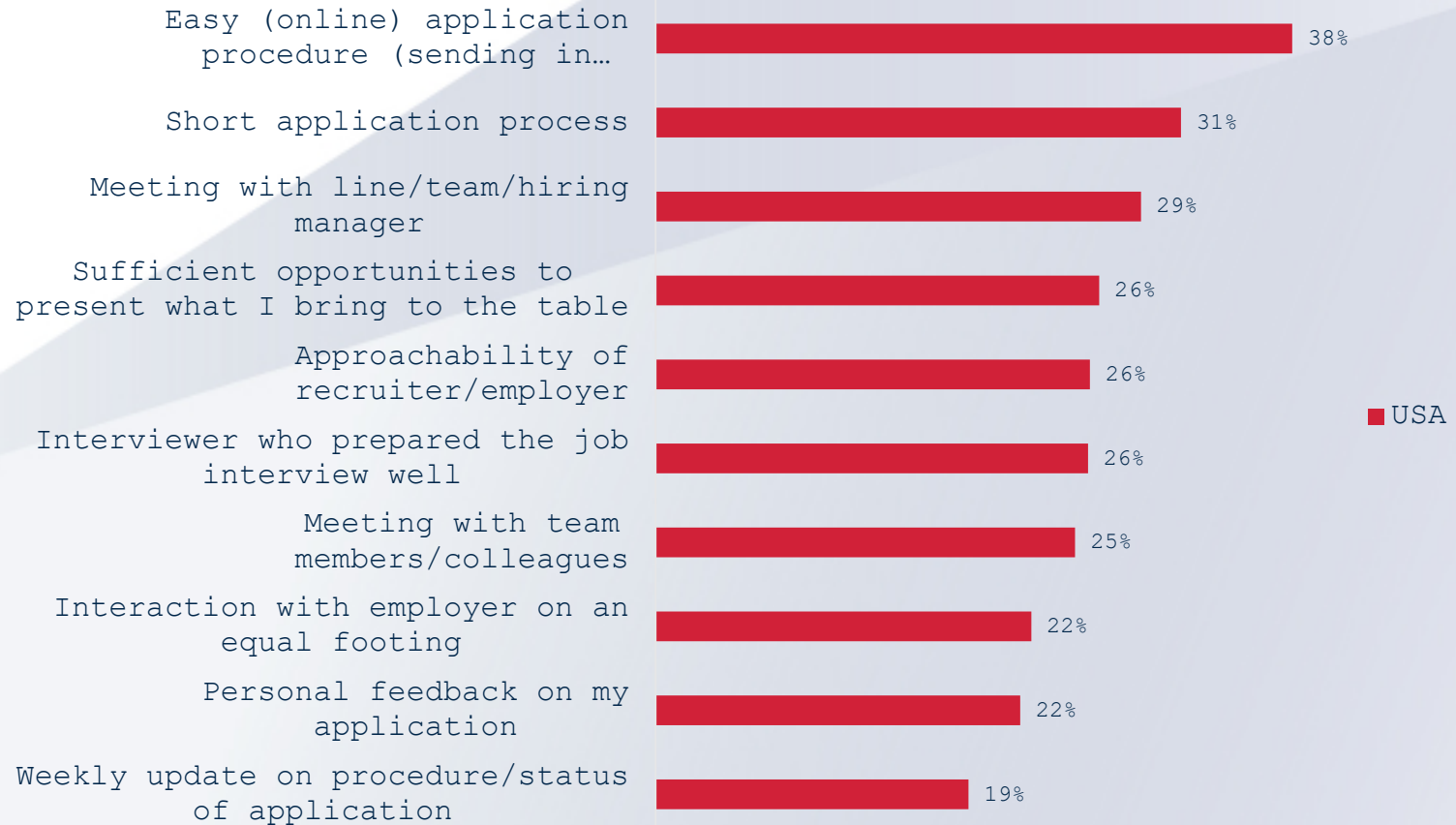
Expected interviews x acceptable time of procedure



Expected interviews x acceptable time of procedure

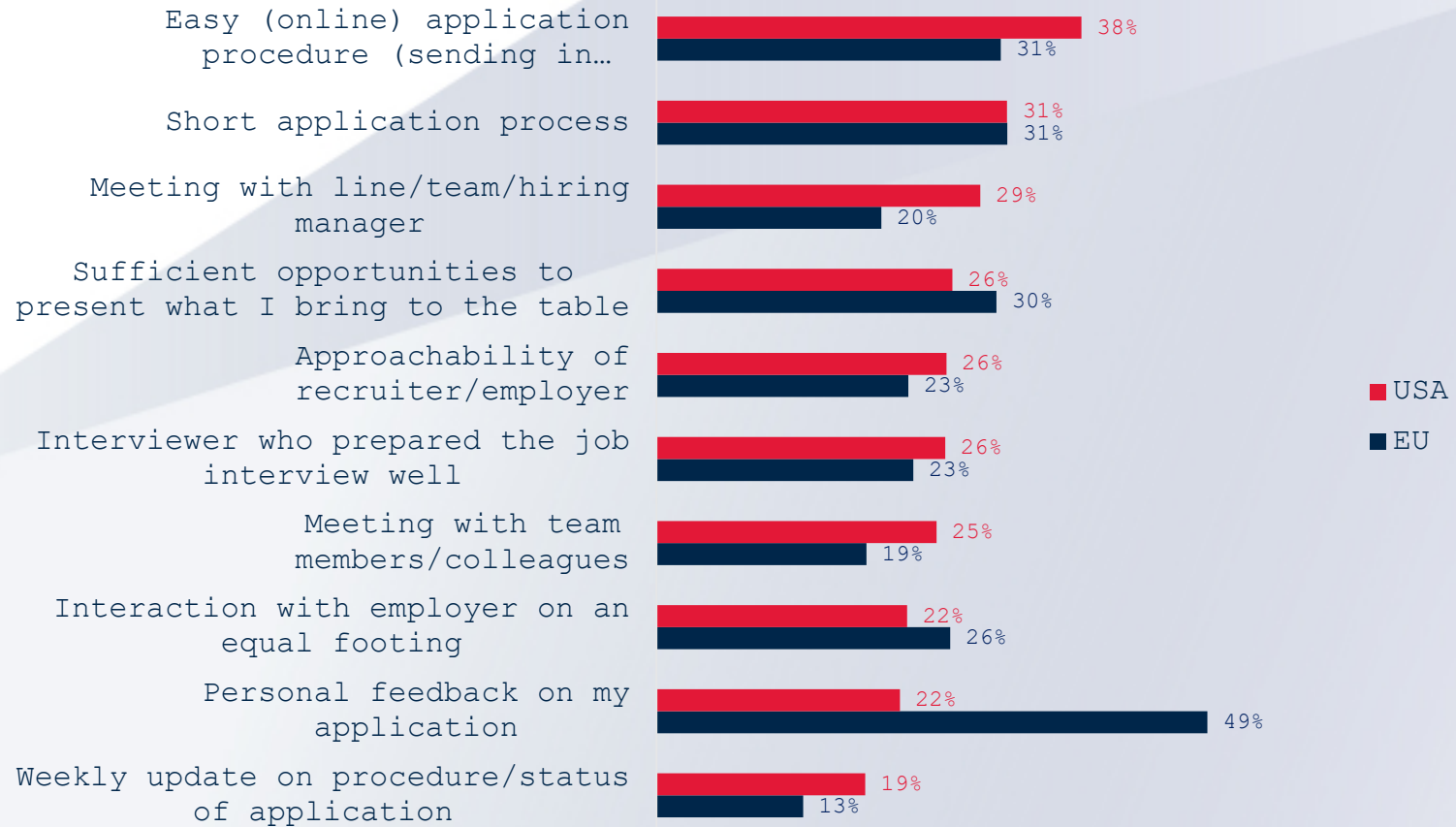


Important factors in application process



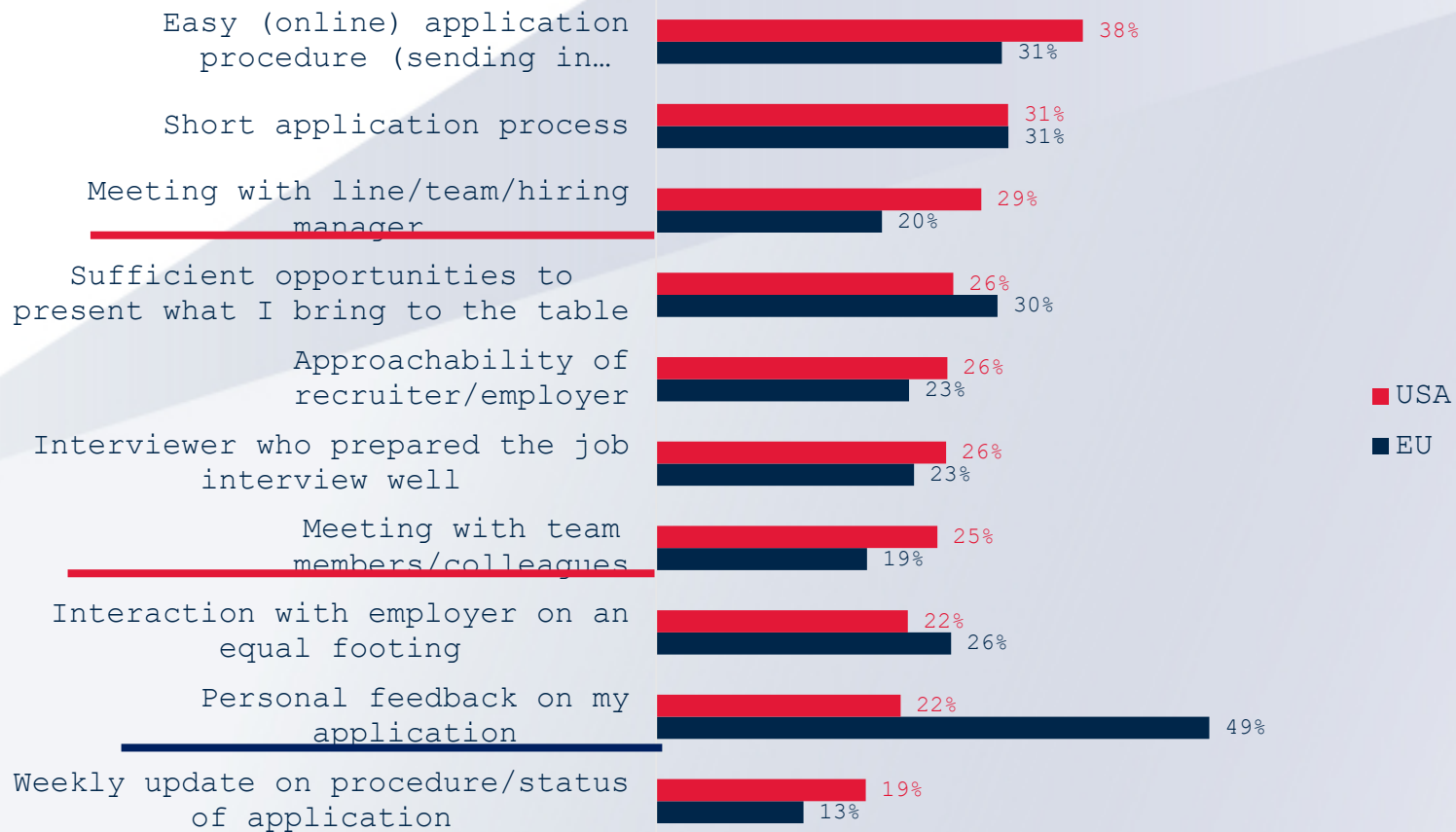
Source: GTAM USA

Important factors in application process



Source: GTAM USA

It's the little differences



Source: GTAM USA

But what if you recruit woman in the USA...



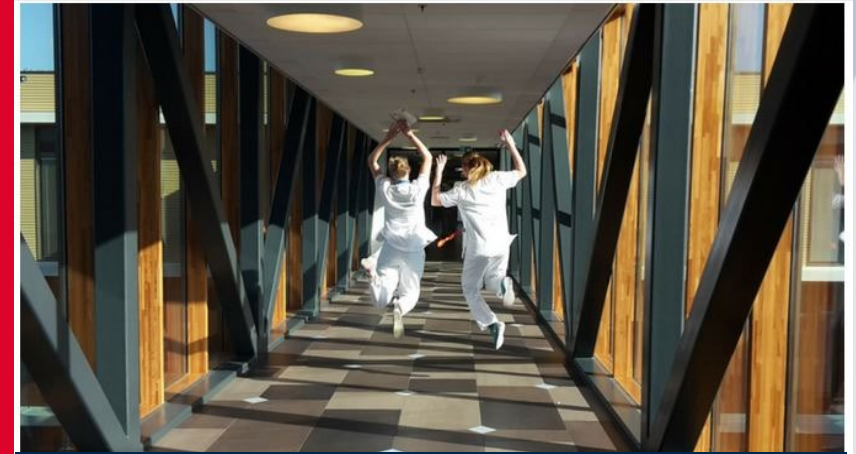
paternity leave

Typical for women

1. Easy (online) application procedure (sending in resume/covering letter etc)
2. Short application process
3. Personal feedback on my application

Source: GTAM USA

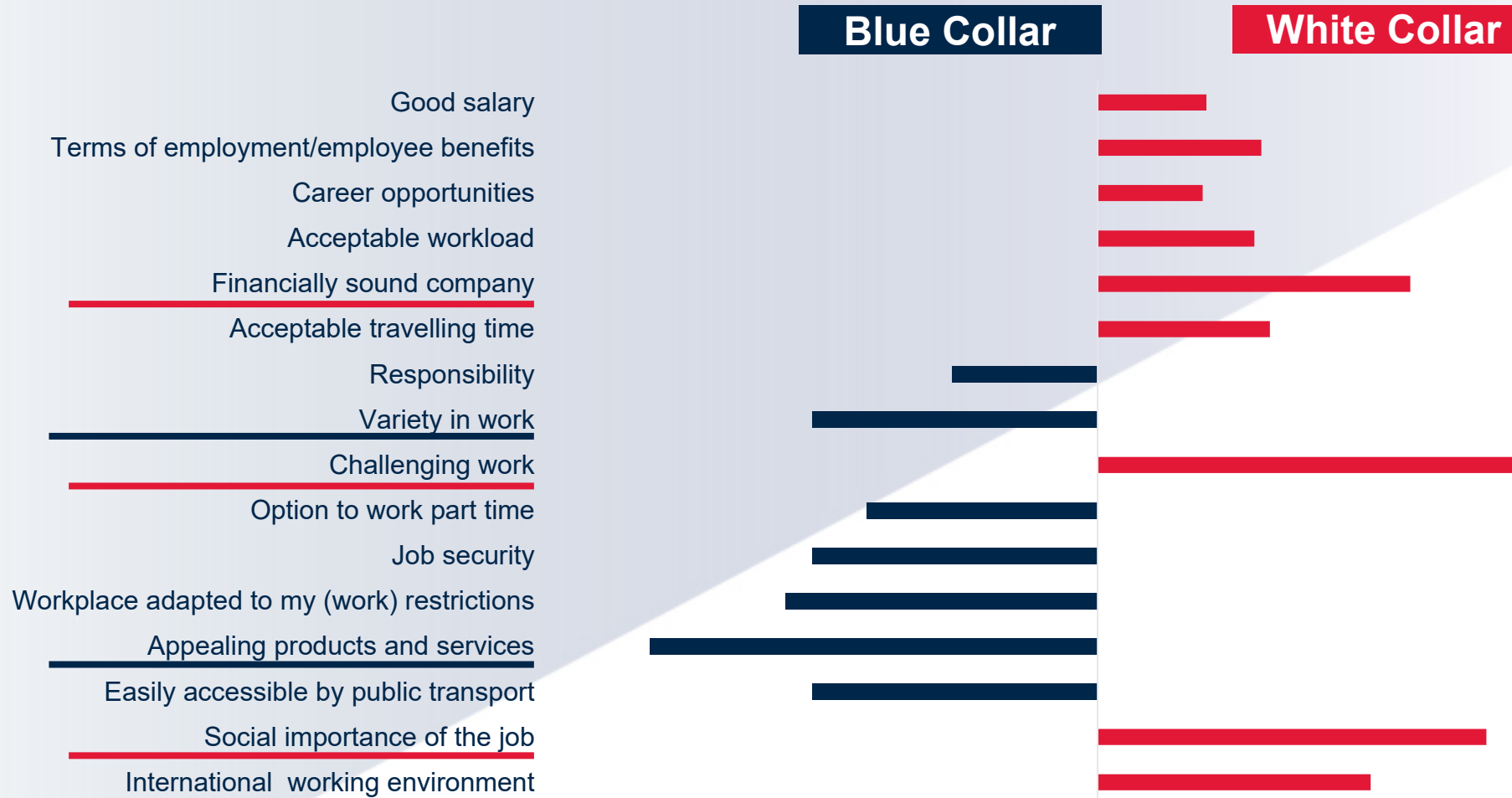
Personal mail in every step of the process



Consulting Hour for Rejected candidates

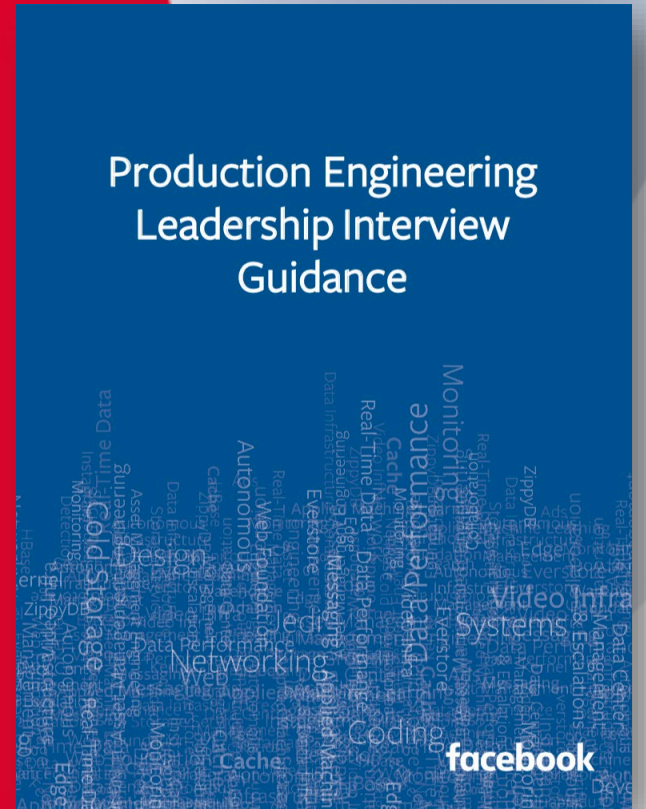


Focus on the most important drivers



Winning the candidate experience

- Know that expectations differ
 - Per country
 - Per occupation
 - Per age group
- Exceed the expectations
- Manage the expectations of the candidate
- Know what drives the target group
- Assumptions are the...

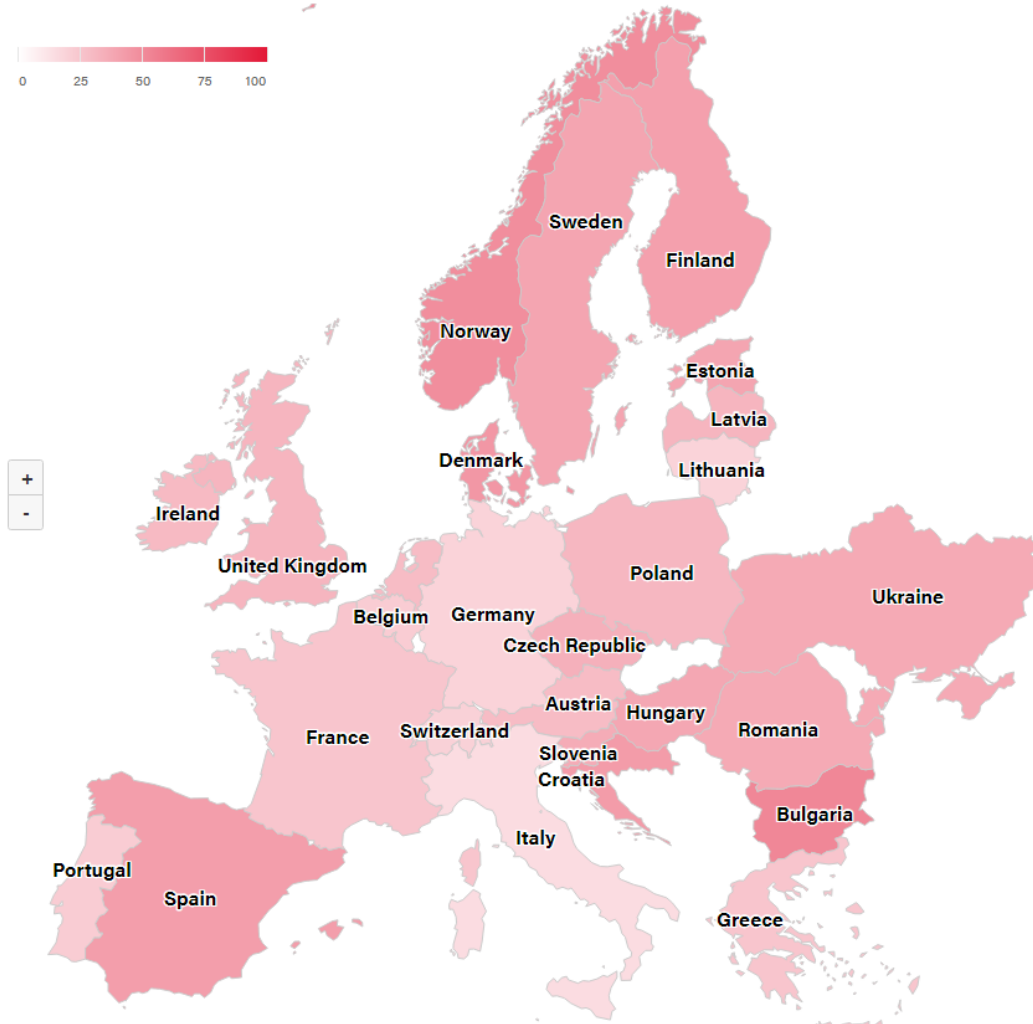


Without data
you're just another person
with an opinion.

W. Edwards Deming

Share of jobboard market leaders

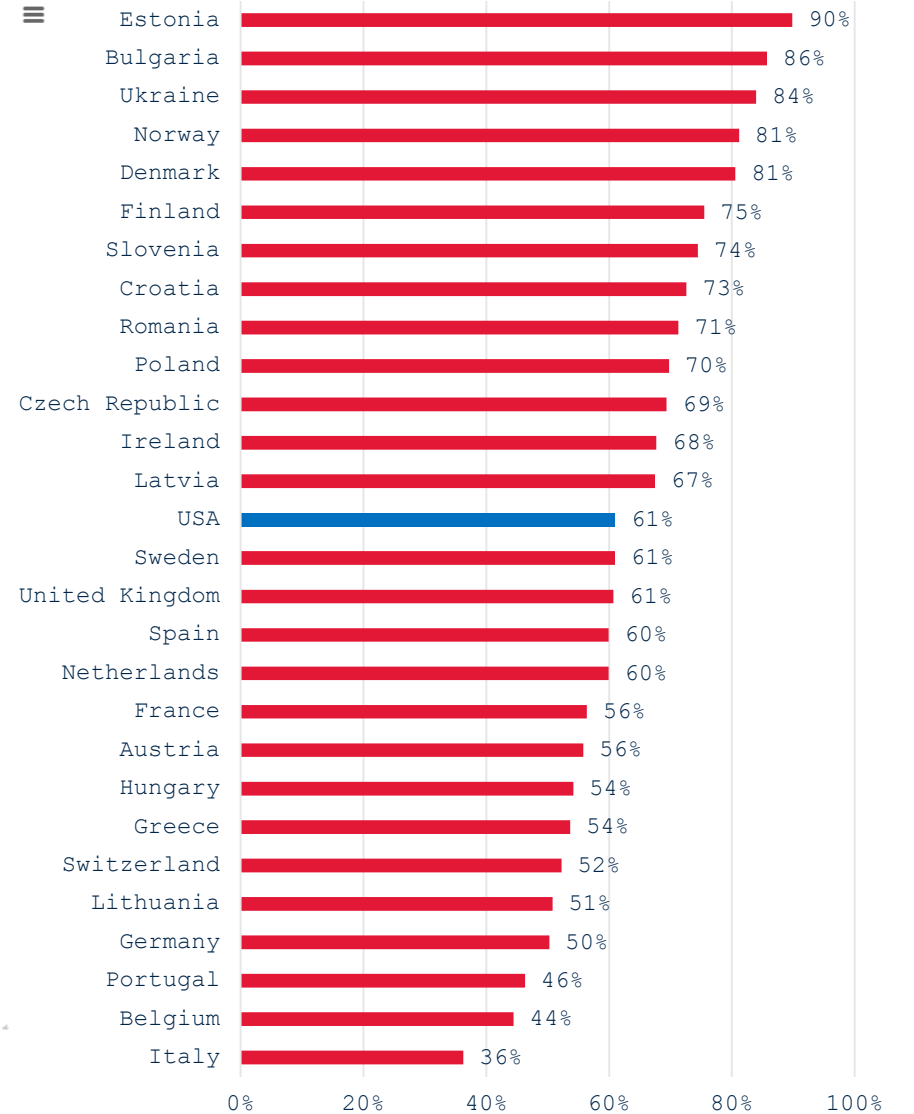
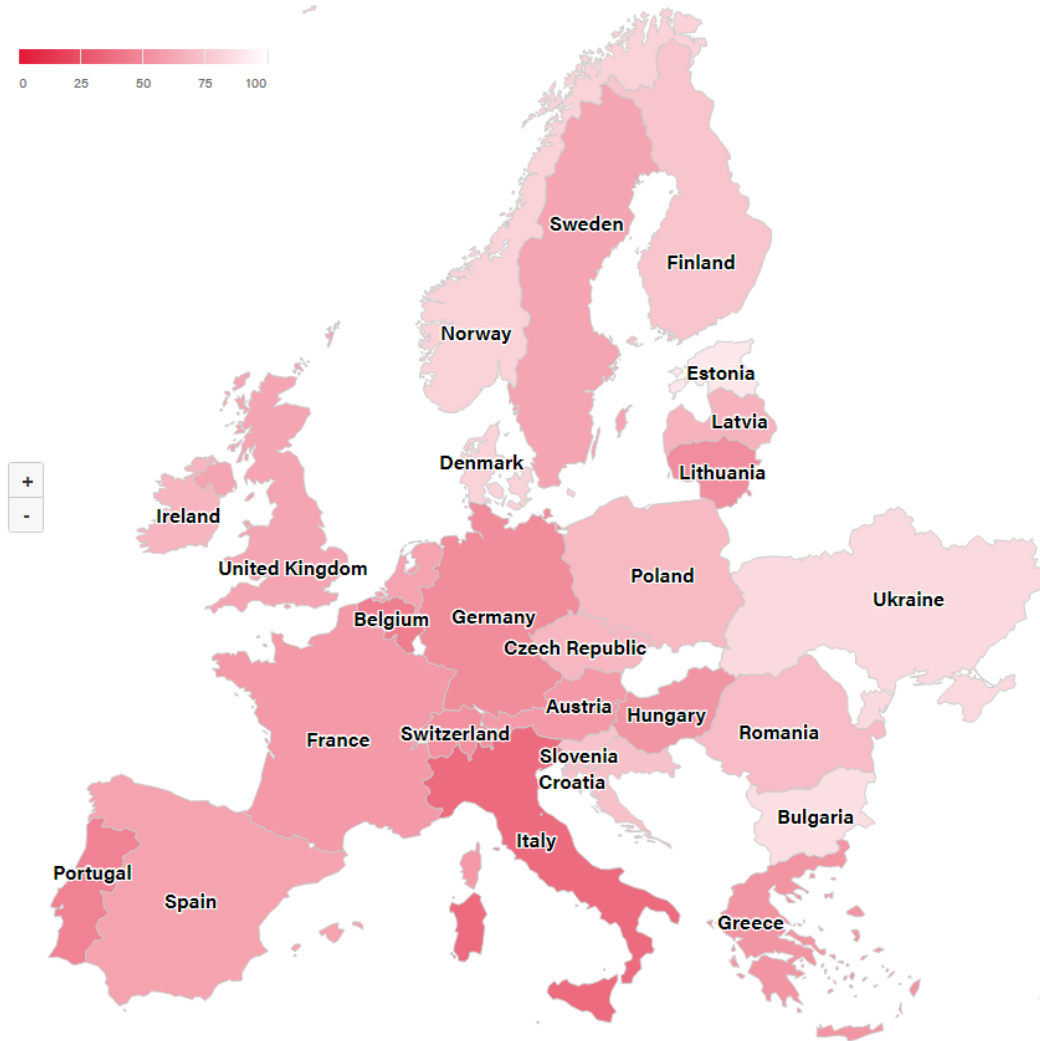
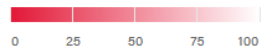
Share of number 1 job board leader



Country	Job board leader	Percentage
Bulgaria	jobs.bg	52%
Norway	finn.no	49%
Denmark	jobindex.dk	45%
Croatia	moj-posao.net	43%
Spain	infojobs.com	42%
Finland	te-palvelut.fi arbetsformedlingen	41%
Sweden	.se	39%
Estonia	cv.ee	39%
Hungary	profession.hu	38%
Romania	ejobs.ro	37%
Ukraine	work.ua	37%
Slovenia	mojedelo.com	36%
Czech Republic	prace.cz	34%
United Kingdom	indeed.com	32%
Latvia	cv.lv	32%
Poland	olx.com	31%
Ireland	jobs.ie	30%
USA	indeed.com	30%
Austria	karriere.at	29%
Netherlands	indeed.com	29%
Greece	kariera.gr	25%
France	pole-emploi.fr	25%
Portugal	net-empregos.com	22%
Belgium	vdab.be	22%
Switzerland	jobs.ch	20%
Lithuania	cvbankas.lt	19%
Germany	monster.com	19%
Italy	infojobs.com	15%

Share of tier 3 jobboards

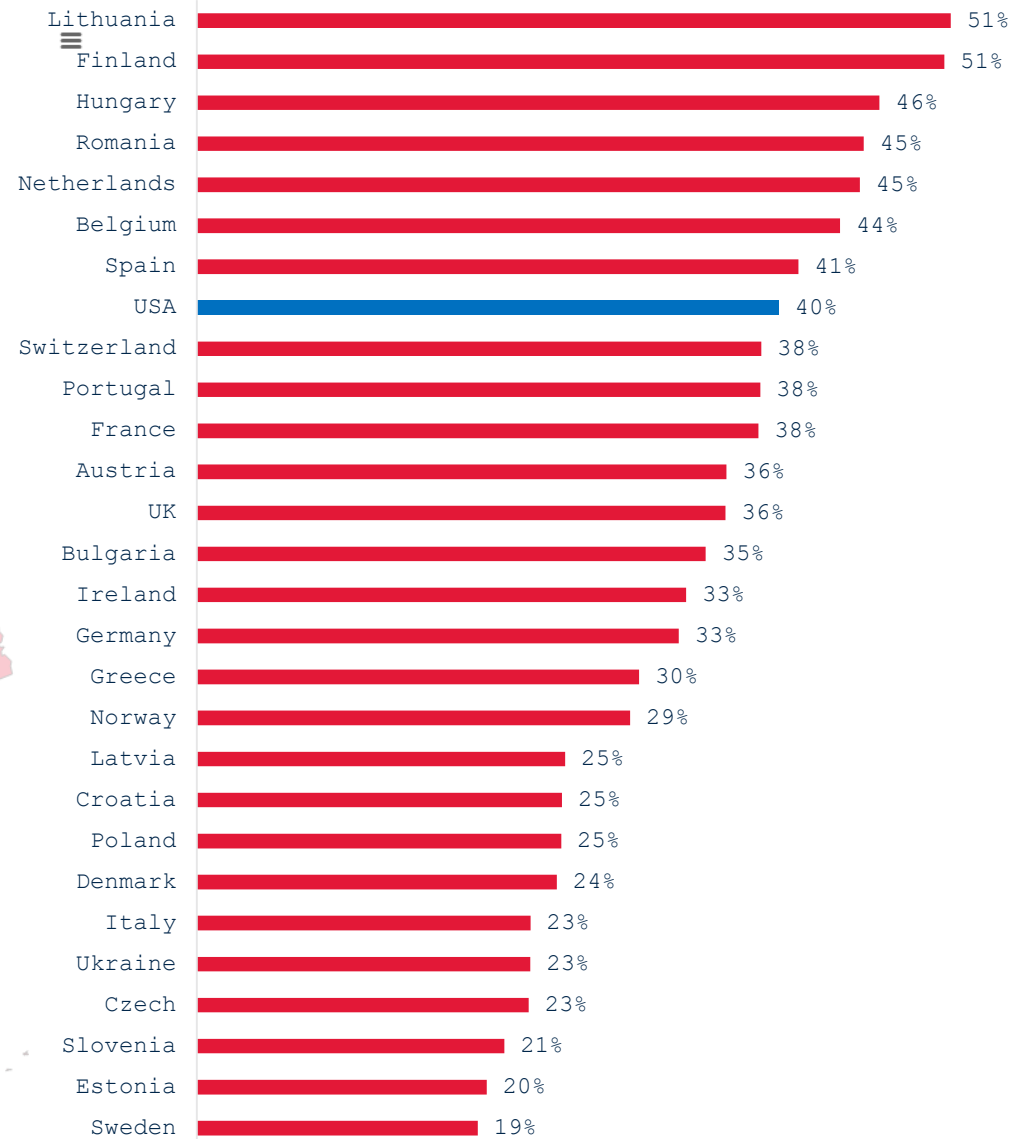
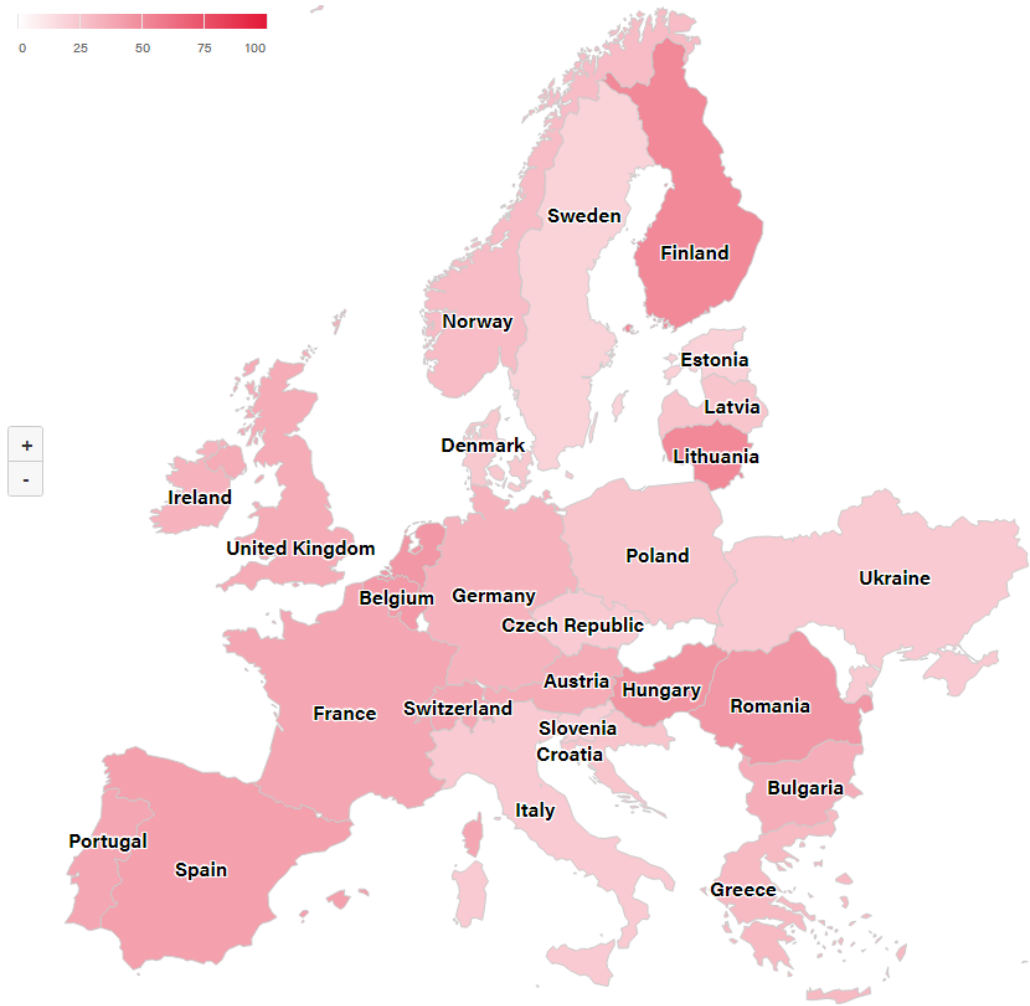
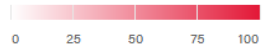
Share of tier 3 job board leaders



Popularity of jobboards by jobseekers

Usage of job boards

Whole European labour force



Data = content = traffic =
time on site = sales.

Be different, be relevant

Candidates

- ✓ More clicks
- ✓ Better experience
- ✓ More time on site
- ✓ More conversion



(Potential) clients

- ✓ Publicity
- ✓ Traffic
- ✓ Sales
- ✓ Thought leader

The employee barometer

Partner

Respondents

Marketing

Thought leadership

Intelligence Group

Content

Data collection

Data structure

IG!

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