

DEVELOPING EMPLOYEES

A SWISS APPROACH TO APPLICANT MANAGEMENT

RICOLA RELIES ON TALENT MANAGEMENT SOFTWARE FROM HAUFE

AT A GLANCE

CHALLENGE

Increasing the efficiency and transparency of the entire recruiting process; reducing administrative activity around mailed applications in favor of value-added processes and an optimized flow of information between HR, applicants and departments.

SOLUTION

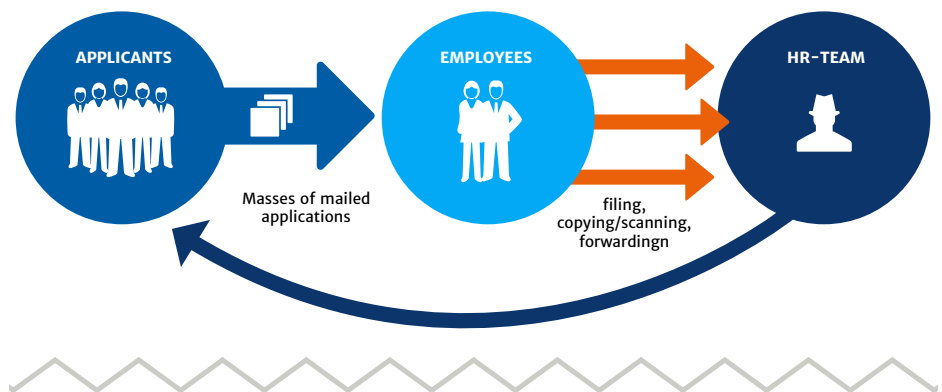
Through the deployment of Haufe Applicant Management, online applications are now the rule at Ricola, and can be processed and shared with managers right inside the software. With just a single click, all information and all communications between HR and hiring managers are transparently accessible to everyone involved.

RESULT

Ricola's primary goal, which was to minimize the flood of applications received by mail, and thus to significantly reduce the time spent on administrative tasks, has been achieved. The clear visibility of each application's current status has also led to a measurable improvement in communication processes.

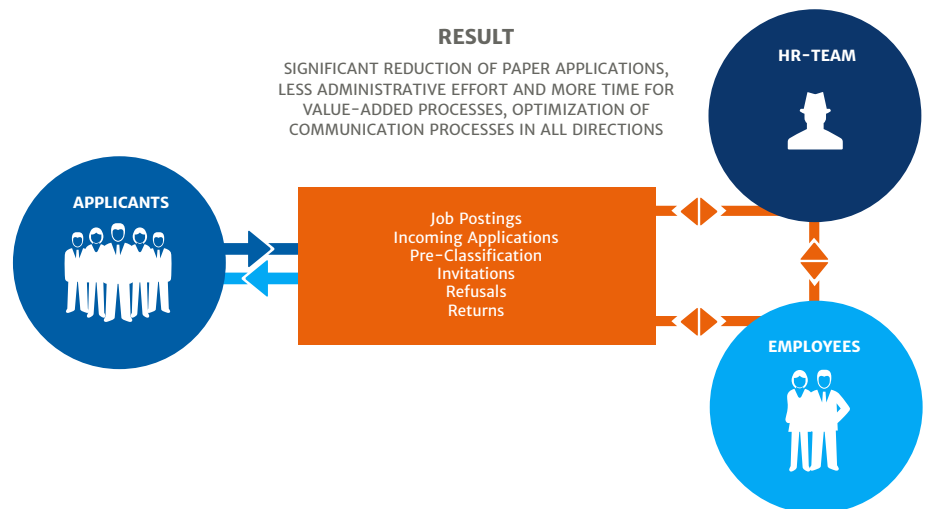
CHALLENGE

EMASSES OF MAILED APPLICATIONS, VERY TIME-CONSUMING APPLICATION PROCESS AND COMMUNICATIONS



RESULT

SIGNIFICANT REDUCTION OF PAPER APPLICATIONS, LESS ADMINISTRATIVE EFFORT AND MORE TIME FOR VALUE-ADDED PROCESSES, OPTIMIZATION OF COMMUNICATION PROCESSES IN ALL DIRECTIONS



For Ricola, known for its uniquely Swiss “Chrüterchraft”, an uncompromising emphasis on quality is the basis of every business decision. And that doesn’t just apply to the raw materials in its herb gardens throughout Switzerland, or the production of its herb drops and teas. Ricola is always on the lookout for the best talent when it comes to recruiting employees, too.

That’s no easy task in a time when skilled labor can be hard to come by, and when many companies around the world are complaining of talent shortages. Swiss companies are faced with these issues as well. “We have to offer something to our employees,” argues Pascale Lenzi, Head of Human Resources at Ricola. “That’s why, in addition to supporting a good work-life balance, we also provide continuing education and training

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Pascale Lenzi



options, and a comprehensive health management program.” These efforts are having a clear effect: The latest employee survey reveals that 82 percent of Ricola employees are satisfied with their employer. A quarter of the herb drop manufacturer’s workforce has stuck with the company for more than 20 years.

FROM QUANTITY TO QUALITY

Thanks to this positive image, Ricola also receives an above-average number of applications. Lenzi estimates that about 1500 come in each year, and points out the challenge that this brings with it: “Before introducing Haufe Talent Management, we received most of the documents in paper

form.” These were reviewed, copied, scanned and distributed to the appropriate managers — requiring huge amounts of time and effort. “It became clear that in order to work more efficiently, and to quickly identify the right talents among this flood of applications, we needed IT support,” Lenzi says about this challenge. In their search for just the right applicant management software, Ricola’s goal was to significantly reduce the mass of applications coming in by mail, so that less time could be spent on administrative tasks, and more time invested in value-added processes. “It was also important to us to have an overview of the current status of individual applications,” notes the HR director.

For Ricola, one tool to help reach these goals lies in the ability to manage timely and targeted communication between applicants, recruiters and hiring managers. “These requirements were the key factor in our decision to go with Haufe,” explains Lenzi. “Everyone at Ricola who is involved in the hiring process can share, view, and evaluate open applications in the software at any time, and select the right applicants for open jobs — all in one centralized place.”

INTERNATIONAL ROLLOUT

After nearly three years, the success of this software implementation is easy to see. The number of applications received by mail has been reduced to a minimum. Instead, many applicants now use the online application option. The process between applicants,

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HR and hiring managers is now significantly more streamlined, and managers, employees and applicants alike are giving positive feedback. “Our HR managers have more time to concentrate on selecting qualified candidates and supporting employee development,” says Lenzi by way

of summarizing the success of Applicant Management. Next year, the company has even planned an international rollout at its various subsidiaries. After all, it goes without saying that Ricola wants to export the emphasis on quality that Haufe talent management software has helped it to maintain.

ABOUT THE USER

Founded in 1930, with its headquarters in the Swiss town of Laufen, Ricola AG is one of the most modern and innovative candy manufacturers in the world. The company is known for its uniquely Swiss sense for quality, and exports its herbal specialties to more than 50 countries. Ricola now has subsidiaries in Europe, Asia and the United States.

Company
Ricola AG

Employees
400

Sector
Food manufacturing

Website
www.ricola.com

Location
Laufen, Switzerland

PEOPLE WHO DO THE RIGHT THING

“The biggest factor driving business success is people who do the right thing.” With this motto, Haufe stands for a management approach that puts people instead of processes at the center of corporate philosophy and policies. After all, it’s people who generate added value. This vision guides all of Haufe’s activities, and represents the core idea behind a uniquely integrated portfolio of software, content, continuing education and consulting.

Haufe is now home to over 1,500 employees. Over 75,000 customers in many different sectors are finding success with our solutions, including Neue House, VICE, BMW Group and Siemens.

To learn more: haufe.com/solutions

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