

Digitalization & Agility at Work

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| Agenda

- Henkel Introduction
- Accelerate & Digitalize Recruitment
- Business Engagement – Beauty Care
- Candidate Engagement
- Employee Engagement – Adhesive
- Q&A



Who we are

Global leading positions in consumer and industrial businesses

Adhesive Technologies



Beauty Care



Laundry & Home Care



LOCTITE
TECHNOMELT
BONDERITE

Schwarzkopf
Dial
SYOSS

Persil
Purex
Pril

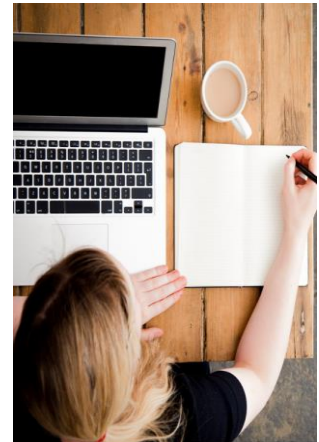
What we need to do ...

Adaptive Organizational Structures
Optimize HR delivery model & footprint

“Think big -pilot small -scale up fast“

Accelerated Recruitment
Fast & efficient recruitment process
Leverage digital to source and engage candidates

- Increase recruitment speed and quality.
- Enhance candidate and hiring manager experience.
- Get close to local markets and explore new channels.
- Balance global standards and local opportunities.
- Deliver soon.



Recruitment Branding Optimization: Fast / Intuitive/ Engaging



- ATS and CRM integration to capture Recruitment Marketing data.
- Analyze the conversion rates to identify what works.



- Easy to search and apply to jobs via social media platforms.
- Easy to refer and receive rewards.
- Location based.
- Online/Offline integration.



- Know what engages your audience.
- Track the number of followers and page views.
- New communication formats: gamification, video, chatbots.
- Leverage crowdsourcing to promote your brand and generate applications.

Mobile Engagement & Selection

Live demo of Henke and Apply



| A fast and effective candidate experience is critical.

Pay close attention to
your candidate
experience and enable
your candidates to
SEARCH & APPLY via
mobile within 2 mins!



Candidate Engagement

Provide a dynamic, mobile friendly, searchable WeChat provides a unique way to engage job list and job descriptions for both referrers with candidates like never before. and candidates.

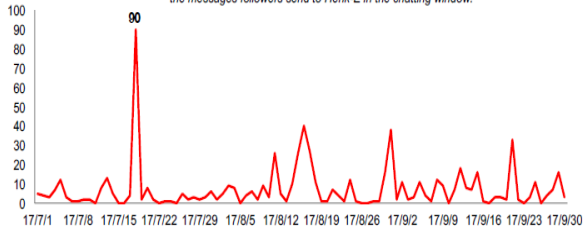
Rather than have staff members remain on standby to answer candidate questions, we have installed a Chatbot Henk-E



Chatbot Conversations

Messages sent to Henk-E

the messages followers send to Henk-E in the chatting window.



The trends of daily conversion data is showing the **increasing interests and engagement** of the followers.

Applications from Chatbot Conversation

Month	Page views from Chatbot	Started Application	Finished Application
July	62 (-68%)	2	2
August	122 (+97%)	2	2
September	166 (+36%)	4	3
Total	350	8	7

*Data from Ajinga



Business Stakeholder Engagement

Employer Branding with Beauty Care

WeChat H5: HR CoE driving
Employee Branding with marketing campaign

Event “Our company is like this on Friday”
500 employees in HMC participated in
Beauty Care hair dye event



Digital Engagement Campaign

Trends Former Day

In August, HR CoE and Schwarzkopf partnered up to hatch an interactive platform, with the objectives to increase awareness and virality of the Got2B campaign among its base of followers. Here are the key results:

0. Kick Off Links

WeChat Account	Total Page Views	Unique Visitors
Henkel Recruitment	221,642	107,547
Schwarzkopf Fans	158	46

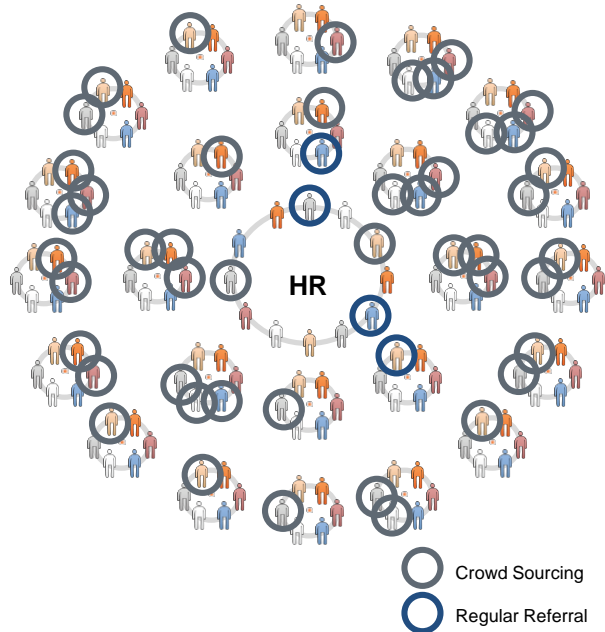
I. Competition Key Metrics

Total Page Views	Unique Visitors	Total Shares
221,800	107,593	10,427
Total Uploads	Total Votes	Winners
256	124,247	51

| Crowd Sourcing Referral

Crowd Sourcing

Crowd Sourcing on average generates **2x applications** by penetrating a much LARGER pool of passive candidate.



Employee Engagement

Dragon Digital ERP Campaign – April/ May 2017

+15,202
page views



+697
job shares



+500
employees
joined event



+175
applicants



7
offers within
1st month



Monthly ERP Campaign Winners

Ivan Wang
Management Trainee

“Highly impressed
by the recruitment efficiency!”



Susan Fang
Warehouse Supervisor

“Inspiring referral program, a
broadened way of bringing talents!”



Thank you!

