

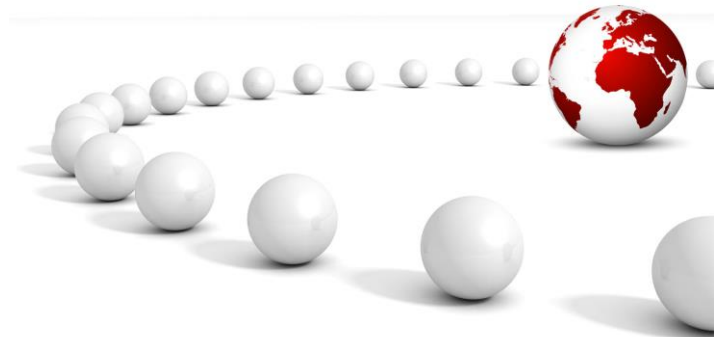
# Employer Branding & Recruiting

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APAC Talent Acquisition Head



# Agenda

- Henkel Introduction
- Branding Model and Achievement
- Management Trainee Program
- Digitalization Platform
- Q&A



# | APAC Employer Branding Recruiting Leader



- Henkel Asia Pacific Sept 2016
- PSD Executive Search - Head of China Desk for Information Technology
- Avanade ( Microsoft/Accenture JV) APAC Director of Talent and Acquisition
- Dell - APAC Centre of Excellence Talent Acquisition Manager
- IBM Growth Markets Unit - Resource Program Manager - Software Group

# | Who we are

## Henkel at a glance 2016

More than **50,000** employees  
worldwide

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People from over **120** nations  
in more than **75** countries

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More than **140 years**  
of success

Around **€18.7 bn** sales,  
+3.1% organic sales growth

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**42%** of our sales generated  
in emerging markets

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**171** manufacturing &  
**22** major R&D sites ww

# Unique mix of FMCG and industrial business



# Talent Acquisition Asia Pacific

## Our ambition



Drive performance & development

Deliver best-in-class HR support



Foster value-based leadership

Be the employer of choice



## A glimpse of our work...

10,000 employees  
40 Nationalities

2000+ Hiring



# Recruitment Branding – Optimization Model











**Professional Recruitment –**  
Candidates are not able to quickly and conveniently apply.

**Branding Opportunity**  
Effectively accessing and influencing our target market.

**Analytics Intelligence**  
We analyze and report on the current situation making continual improvement.

# | 2017 What we did

 Develop <b>EVP</b>	 Strengthen WeChat recruitment technology	 Integrate ATS to mobile
 Upgrade referral program	 Introduce crowd sourcing	 Introduce more formal competency model
 Introduce Big DATA	 Improve use of recruitment analytics	 Introduce more formal competency model



## | Branding: content with impact

Career WeChat account  
content management is  
Key to driving  
engagement

# Employer Branding & Beauty Care Business Partnership

- Employee engagement
- External market engagement
- Manage recognition



# HENKEL WECHAT QUARTERLY REPORT / Q3 / KPIs

No 1. Increase Number of applications via WeChat, up to 200

No 2. Increase WeChat newsletter conversation rate, up to 20%

No 3. Increase ATS conversion rate, to 5%

No 4. Increase number of WeChat followers by 10%

No 5. Retain 88% of current WeChat followers

No 6. Increase number of views article, from 1,364 to 1,500

No 7. Extend the referral program at least 2 campaigns

No 8. Launch 2 videos before end of Q3

No 9. Increase number of ATS page views from Henk-E, up to 500

| A fast and effective candidate experience is critical.

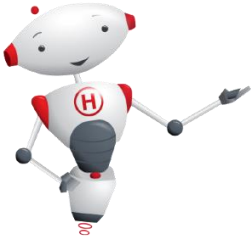
Pay close attention to  
your candidate  
experience and enable  
your candidates to  
**SEARCH & APPLY** via  
mobile within **2 mins!**



# Candidate Experience

## Leveraging Digital for MT recruitment

### Hiring Process

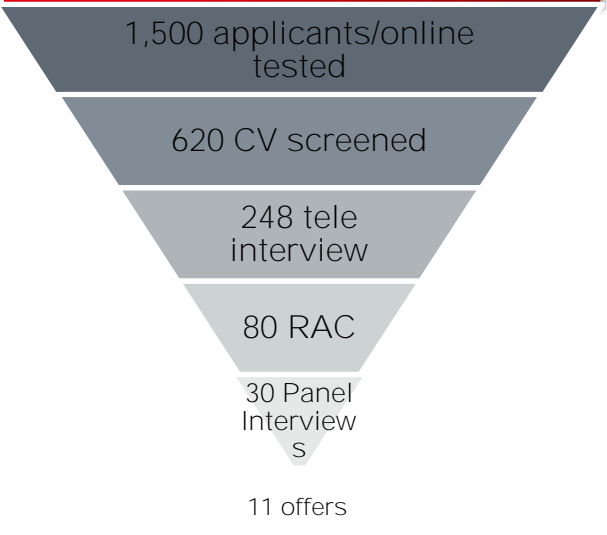


# Hiring Manager Experience

## Leveraging Digital for MT recruitment

Hire Inspire and Onboard

### 2017 ST Campus Recruitment



Sales Trainee

- It was convenient for us to join interview as Henkel set up RAC cross China this time.
- Online assessment let us know whether we are suitable for sales job



Hiring Manager

- 2017 batch ST are willing to learn, down-to-earth.
- It is easier to assign ST to tier 2 or 3 cities than previous batch since they were hired cross China.
- E-tools make us closer with ST.



# Recruitment Experience

## Leveraging Digital for MT recruitment

### Select Qualified Candidates



### Video Interview Benefits for Recruitment

Using a video application you will gain more insight on candidates in far less time than a traditional phone interview.

- Never have to worry about scheduling early-round interviews again.
- All video applications are recorded so you can easily share them with hiring managers for feedback.
- Only investing time and effort into candidates you're confident you want to meet in-person.

**Thank you!**

