

CASE STUDY

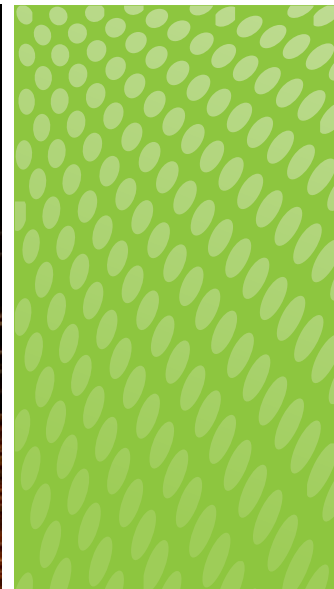


Table of Contents

Groupe Point.P Integrates Recruiting and Internal Mobility	3
Creating a Reliable Recruitment and Internal Mobility Solution.....	3
Project Team Created	5
Taleo Helps Groupe Point.P Re-establish HR Priorities	5
Taleo Recruiting Exceeds Groupe Point.P's Expectations	7

Groupe Point.P Integrates Recruiting and Internal Mobility

Challenge

- > More than 23,000 employees.
- > 200 different job roles in a structure that includes multiple brands.
- > 1,700 sales outlets.
- > 18 regional, general, and specialised divisions.
- > 100,000 applicants per year.
- > Existing HR solution was not easily configurable, slow, and difficult to use.

Solution

- > Taleo Recruiting™

Benefits

- > Implementation completed within five months.
- > Simultaneous launch of the solution in all regions.
- > Successful adoption of the new tool.
- > Centralisation and sharing of candidate pools and jobs to fill.
- > Integration of the recruitment and internal mobility processes.



Creating a Reliable Recruitment and Internal Mobility Solution

Groupe Point.P is the leading distributor of construction materials in France. In June of 2007, the Human Resources department at Groupe Point.P came to the conclusion that their recruiting software was out-of-date, slow, complicated to use, and was becoming unwieldy following many customisations. The regional HR teams were forced to find workarounds. Meanwhile, the growing needs of the group—filling 4,500 open positions and analysing more than 100,000 new applicants yearly—made finding a more configurable recruitment and internal mobility solution an imperative.



“Our project with Taleo is a huge success. Adoption of Taleo Recruiting was across-the-board. Everyone recognised the inherent value in sharing information both at the external recruiting and internal mobility stages, and acknowledged the positive impact that this solution would have on the company’s image.”

Yaël Ponçon
Career and Human Resources Development Director
Groupe Point.P



Project Team Created

A working group was formed consisting of the regional HR teams and the Group Human Resources department. Three main priorities were established:

- > **Robustness** to support a large number of applicants and support a true candidate pool.
- > **Response time** including the time the system took to display information.
- > **Configuration capabilities** to avoid the need for costly customization.

At the beginning of 2008, precise project specifications were drawn up by the HR working group and the group's information systems and technology department. Once the project specifications had been agreed, the group went out to tender. The Group brought in ConvictionsRH, a specialist HR transition consultancy, to help choose Taleo as their provider in September 2008.

Taleo Helps Groupe Point.P Re-establish HR Priorities

The worldwide economic crisis resulted in a reduction in the number of hires, modifying Point.P's short term priorities. In line with the new priorities, HR Management refocused the project on internal mobility and integration of a common "job pool" for all the group's sales outlets and brands. The value add was apparent and the project was set to start in January 2009. Five months later, Taleo Recruiting was rolled out to all regions simultaneously. Development of the new career site, www.groupe-pointp.fr, occurred in parallel with the project. The success of the project was ultimately due to the significant involvement of the information systems department and the human resources teams, and effective change management.

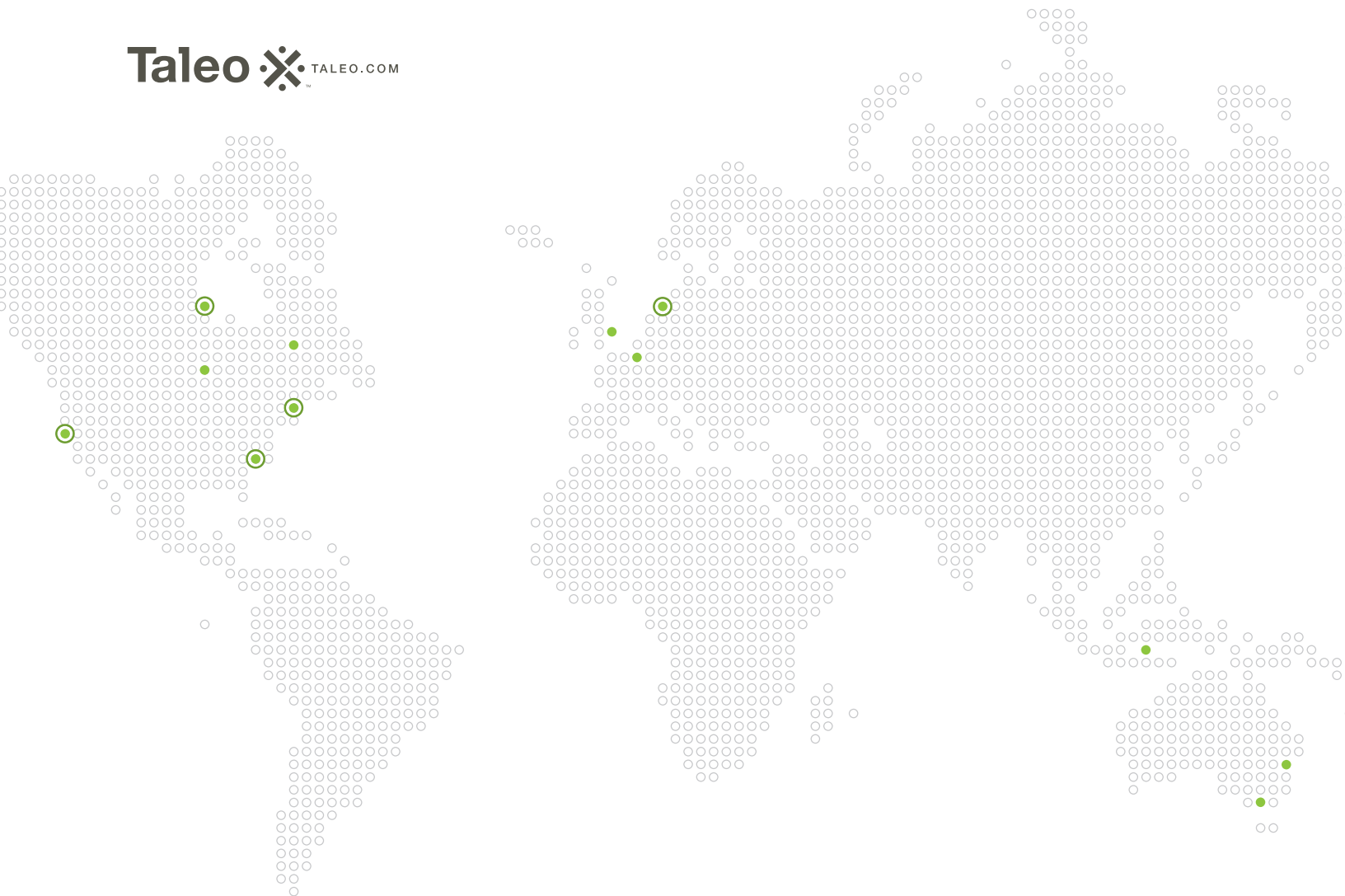




Taleo Recruiting Exceeds Groupe Point.P's Expectations

Following implementation, the new solution quickly lived up to the group's expectations.

- > **Centralisation of all job offers and candidates.** The group now benefits from a clear, comprehensive vision of HR recruitment in the regions and sales outlets and of a shared candidate pool.
- > **Creation of different career sections on the group's HR site.** For example, one career section was created specifically for graduates and students seeking apprenticeships or training.
- > **Employee access to career opportunities within the entire group via the organisation's "job pool".** As soon as a job offer is posted on line, employees who are interested in internal mobility or transfer opportunities are notified. In addition, the product includes a criteria-based search engine and geolocation features.
- > **Internal communications campaign developed by the HR Management Team to ensure rapid and thorough user adoption.** For smooth change management, they focused on communication and training throughout the project. In addition to the training provided by Taleo to 50 HR users from the group's regions involved in recruiting and HR development, other resources were also put in place to ensure optimal use of the product. An internal HR blog served as an interactive user guide. A "cheat sheet" enabled users to start working immediately. A telephone hotline was manned by two HR team members and two information systems experts.



**San Francisco Bay Area
Headquarters**

Tel: 925.452.3000
Fax: 925.452.3001

Jacksonville

Tel: 904.520.6000
Fax: 904.520.6146

Chicago

Tel: 630.983.9609
Fax: 630.983.9509

New York

Tel: 212.809.4364

Quebec

Tel: 418.524.5665

Sydney

Tel: +612.9356.1900
Fax: +612.9475.1099

Melbourne

Tel: +613.9626.2413
Fax: +613.9626.2455

Singapore

Tel: +65 6232-2850
Fax: +65 6232-2888

London

Tel: +44 208.987.1210
Fax: +44 208.987.1285

Paris

Tel: +33 (0) 1.78.42.3838
Fax: +33 (0) 1.78.42.3500

Amsterdam

Tel: +31 (0) 20.658.6699
Fax: +31 (0) 20.658.6111

Sales and Information
+877.81TALEO (1.877.818.2536)

Corporate Headquarters
888.836.3669

About Taleo

Leading organisations worldwide use Taleo on demand talent management solutions to attract, develop, motivate, and retain their workforce with Talent Intelligence for improved business performance. Copyright © 2010 Taleo Corporation. All rights reserved. No portion of this document may be reproduced in any form without the prior written permission of Taleo Corporation. Taleo and all Taleo product and service names mentioned herein are trademarks or registered trademarks of Taleo in the United States, France, The Netherlands, U.K., Canada, Australia, and several other countries. All other product and company names mentioned herein may be the trademarks of their respective owners.