

s1JOBS CLIENT CASE STUDY

O2 SAW WHAT WE COULD DO

Background

O2's decision to locate its brand new customer service centre in Glasgow meant that it needed a Scottish recruitment partner that could deliver on its requirement for up to 1,500 skilled staff.

Positions in the service centre included Customer Service Agents as well as support staff across areas like IT and HR.

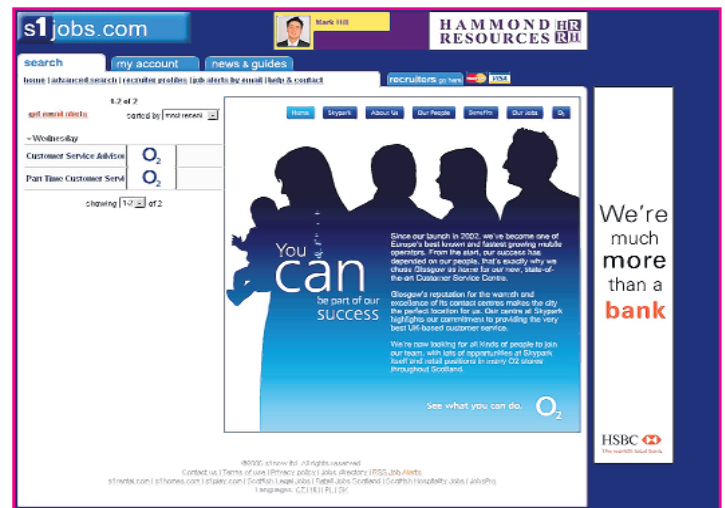


O2 Company Profile

The activity

s1jobs developed an extensive programme of activity in support of the recruitment drive. The campaign included an interactive Company Profile, which offered detailed information about the company, the new centre and the about benefits of working for O2. Job seekers were driven to the Profile via a Featured Employer Button on the s1jobs home-page as well as an animated ad in s1jobs' unique Media Playing Unit ad space.

O2 also made extensive use of the s1jobs Candidate Match service, which automatically searched the s1jobs Candidate Database to find the most suitable individuals for each vacancy posted.



The results

To date, O2 has advertised 57 vacancies via s1jobs, generating more than 7,500 applications – an average of 127 applications per vacancy listing. In one case a single listing generated 732 clicks to the O2 Company Profile. Several hundred appointments have been made so far, with the vast majority of those being recruited via s1jobs.

Success **s1jobs.com**

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