Unilever

Aligning talent acquisition model with business strategy

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Opportunity
The global consumer goods company wanted to double its size while reducing its overall environmental footprint and increasing its positive social impact. In line with this vision, the company’s Talent Acquisition team sought to develop and deploy a new recruitment model that leveraged digital technologies to attract the best talent, while reducing costs and time spent filling positions, and raising hiring manager and candidate satisfaction scores.

Solution
Accenture helped Unilever develop and implement a new talent acquisition model for non-managerial talent that focuses on four key pillars: Attract, Hunt, Cultivate and Hire. The model uses social media, digital technology and analytics to attract potential candidates, create a talent pool and support the application process. Key activities include engaging talent via online virtual events and newsletters, advertising on social media platforms and leveraging labor market analytics.

Results
The new talent acquisition model has helped Unilever attract and acquire an appropriate talent mix, in a manner congruent with its vision. The model has also delivered 51 percent reduction in average cost to source, 47 percent reduction in agency spend, more than 40 percent reduction in time to fill positions, and increased both hiring manager and candidate satisfaction.