



axel springer—
national media & tech

Axel Springer Improves Efficiency with SmartRecruiters Integrations

Support Collaboration and Integrations

The recruiting team of Axel Springer National Media & Tech GmbH is responsible for recruiting new employees of about 30 subsidiaries within Axel Springer's national media segment and Axel Springer Holding.

To build a more efficient talent acquisition function, the company needed a system that would engage hiring managers and facilitate collaboration across hiring teams by keeping communications related to hires in one place. They also wanted to reduce the administrative burden of integrating with the SAP HCM.

When the company set about looking for a new ATS, it knew integrations would be crucial to its success. In addition to SAP, Axel Springer's new recruiting system needed to integrate with its workers' union hiring practices, Tableau, and SSO, among others.

Translate Operational Requirements into Technical Capabilities

Claudia Model, Manager Talent Attraction, National Media & Tech at Axel Springer, used her extensive knowledge of the recruitment process and the learnings from the limitations to the old system to define outcomes for their SmartRecruiters instance. Working closely with IT and SmartRecruiters, she and a Talent Attraction colleague acted as "translators" between their operational needs and the technical requirements of Axel Springer's SmartRecruiters instance. In addition to aligning hiring teams around everyday recruiting practices, the configuration met the integration requirements outlined below.

SAP HCM

A middleware solution connects SAP HCM with SmartRecruiters. When an HR business partner determines from within the HCM that a vacancy needs to be published, the system kicks off a process that sends it to SmartRecruiters with the required information. After the hiring team moves a candidate into the offer stage, SmartRecruiters triggers a connection back to the HCM, which alerts the HR business partner and hiring manager to finalize and send out the contract. With job IDs matched across both systems, this data connection enables accurate reporting and eliminates manual administration.

Worker's Union

In Germany, the worker's union must be notified when a hire is about to be made. SmartRecruiters is configured to notify the worker's union at the required stage in the process. From SmartRecruiters user profiles configured to the

About Axel Springer National Media & Tech GmbH & Co. KG

- Industry: **Media & Tech**
- Region: **Germany**
- Employees: **600**
- Headquarters: **Berlin, Germany**
- Offices: **Berlin, Hamburg**
- Hiring Model: **Centralized**

Axel Springer National Media & Tech is a company of Axel Springer SE. As a future-driven company, the National Media & Tech division is the basis for the strong foundation of Axel Springer's successful German media brands. With about 600 employees, the company ensures that its national media brands, including BILD and WELT, are ideally positioned to drive journalism in the future and make it accessible to everyone.



We chose SmartRecruiters because the integrations are so simple. The system does not limit the business of a recruitment team; rather it makes more options possible.

- Claudia Model,
Manager, Talent Attraction, National
Media & Tech



exact level of visibility required by GDPR, members of the union can consult a list of names of all candidates for that position, check their profiles, and review data needed to approve the hire.

SSO

Axel Springer constantly welcomes new employees who become users of SmartRecruiters as interviewers, hiring managers, and recruiters. The manual setup of new users was cumbersome, so the team worked together to create a connection between their active directory and SmartRecruiters through middleware. Now, new user setup is automated through SSO.

Tableau

As a user of Tableau, Axel Springer wanted to build meaningful reports on its Talent Attraction data. But as with any reporting tool, people must use it properly to get effective data. The thoughtful implementation of SmartRecruiters and its ease of use supported its adoption, resulting in actionable Tableau Talent Attraction dashboards. The team is now linking up HCM data with SmartRecruiters data for a full-scale picture of the talent lifecycle.

Additionally, SmartRecruiters is configured to automatically delete candidate information in compliance with privacy laws, but still retain anonymous activity data. Now the team can examine historical data and track progress on benchmarks over time.

Key Outcomes

- **4** integrations completed since SmartRecruiters implementation
- **1** more integration to come in 2023 (SAP BI)
- **38%** faster feedback from hiring managers
- **5** additional Axel Springer SE companies switched to SmartRecruiters, with more to come



The SmartRecruiters team brings not only the technological and platform background but also knowledge and best practices from other customers they have worked with.

- Claudia Model,
Manager, Talent Attraction, National
Media & Tech



Efficient Workflows Build Talent Acquisition Maturity

Before implementing SmartRecruiters, Claudia and her team had laid the groundwork for moving talent acquisition to become a strategic partner in the business. With SmartRecruiters, they were able to fully realize the benefits of all the work they had done to establish structured processes because the system supported that goal. "The hiring team is really happy about having an efficient workflow," Claudia said. Using the notifications, the notes function, the in-product interview scheduling, and the rating system helps them make collaborative hiring decisions.

Looking to the future, the addition of SmartCRM is helping Axel Springer build a pipeline of interested talent and eliminate evergreen job postings. With the CRM, they can engage talent pools with a newsletter, job opening updates, and other company information.

Overall, the team Axel Springer has a positive attitude toward the system. After the huge reduction in administrative upkeep thanks to SmartRecruiters integrations, Claudia said, "It's fun to work on new solutions and integrations with IT, HR, and hiring managers."



Are systems holding your team back from achieving your hiring goals? **Let's discuss how to configure a system that works with your current setup. Schedule a demo today.**



See SmartRecruiters in Action

As a global leader in enterprise recruiting software, SmartRecruiters offers a cloud-based Talent Acquisition Suite that allows businesses to attract, select, and hire the best people. More than 4,000 companies worldwide rely on SmartRecruiters to drive hiring success, including brands like LinkedIn, Visa, Bosch, Skechers, and Avery Dennison. Built on a modern cloud platform, SmartRecruiters offers full functionality for recruitment marketing and collaborative hiring, with an open marketplace of 600+ connected solutions.

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