



STRATEGIC APPROACH
INCREASED VISIBILITY OF THE
COMPANY AS AN EMPLOYER

OSF COMMERCE

Read the following case study to find out the outcomes of a clear employer branding plan for our client, a global leader in the development of Cloud and Connected Commerce solutions. Increase in number of applicants and visibility for the whole company was achieved.



Client: OSF Commerce

Industry: IT Outsourcing

Location: Bucharest, Craiova, Pitesti (Romania), Odessa, Cernauti (Ukraine), Montreal (Canada), and Lille (France)

Company Size: 500-1000 employees

Solutions: Cloud and Connected Commerce

Client: OSF Commerce

OSF Commerce is part of OSF Global, a global leader in the development of Cloud and Connected Commerce solutions. With over 120 ongoing projects and eight years on the market, OSF delivers innovative digital solutions suitable to a large scale of channels, devices, and geographical areas.

OSF Global estimates for 2019 a significant growth for their number of employees, a fact that is also sustained by the new offices in Craiova, Pitesti, Odessa, Cernauti, Montreal, and Lille that they have opened in 2018.



Challenges

The client needed to expand the team to fulfill their growth plan.

The current employees weren't very aware of the company's values, that is why an internal transparent communication for this purpose was necessary.

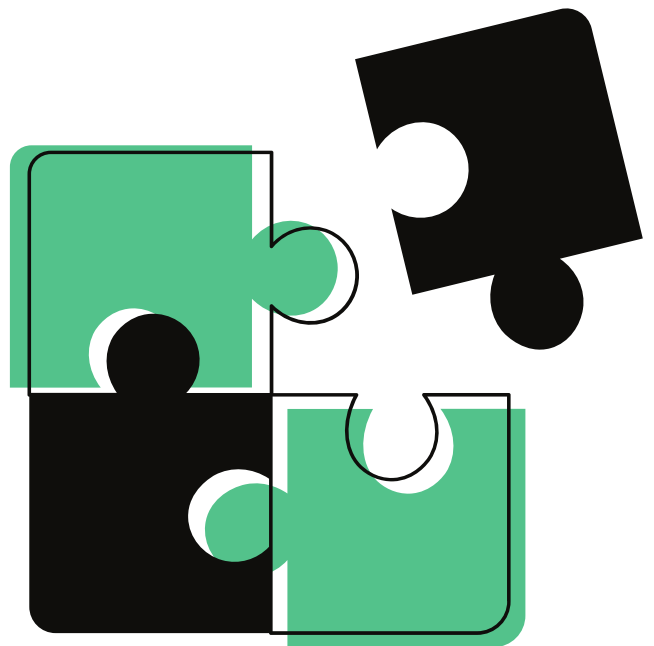
They had diverse job openings to enlarge their team, but many of their job applicants weren't aware of the OSF culture or even OSF in general.

Part of the job applicants didn't correspond with the job descriptions and had few qualifications that matched the job, and this fact has hampered the recruitment process.



Project Goal:

- Grow awareness for the company**
- Define the company culture**
- Communicate values to employees**
- Enable the company to get higher qualified applicants**
- Build a new career page**



Employer branding strategy implementation

After a competitive analysis and a two-phased survey that was sent internally to outline the company culture and values, the NNC strategy proposal for this particular matter that OSF was confronting, focused on two directions:

- An awareness campaign for potential future employees
- Several internal communication activities for the current employees

To develop these strategies, a series of activities were defined and conducted on different channels:

☑ **Employer Branding Playbook** outlined according to the results of the survey implemented to determine the organizational culture and company values

☑ **Content development on Career page and Blog section and also new job descriptions**

☑ **Keyword Analysis & Recommendations** for dedicated Adwords Campaigns that can raise the rate of jobs applicants

☑ **Editorial plan** for written and online press

☑ **Press releases and PR activities** for office openings, interviews, two articles/month on relevant websites for possible future employees

☑ **Online and Print campaigns** based on news regarding the new offices' openings, articles, and interviews on hot topics that positioned OSF as an expert in the field

☑ **Internal communication materials** for raising awareness of the company's values and define the organizational culture

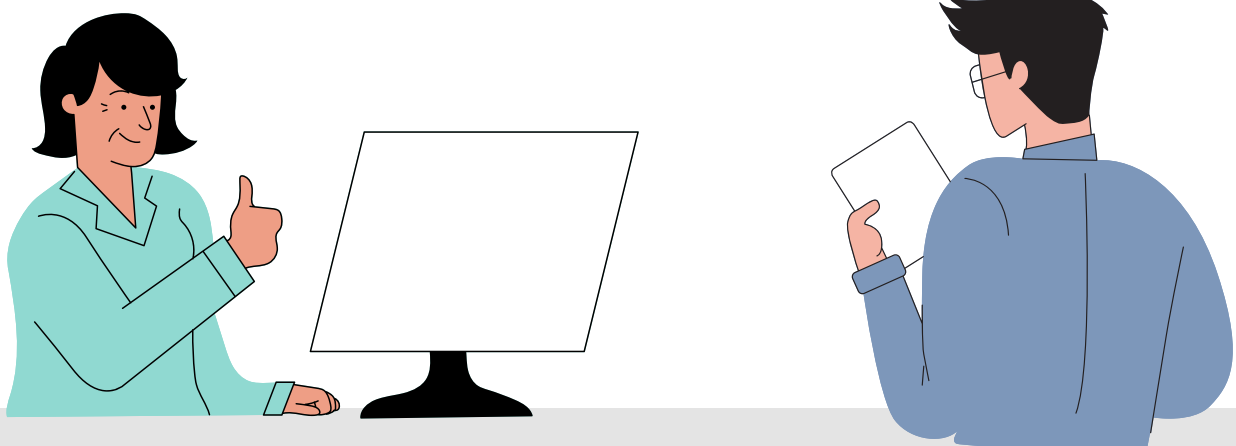
☑ **Proposals for employee reward system** and also internal activities, like teambuilding, that can be organized for the current employees to strengthen the team and bring more clarity for the company's values

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We've started working with NNC 9 years ago and always had a productive collaboration with their teams. That is why when we faced this new challenge in the employer branding area, they were our first choice. Also, looking at our project evolution, I am sure that it was the best option for us, as NNC brought in this project creative and experienced professionals that helped us identify a fresh perspective for our Employer Branding strategy.

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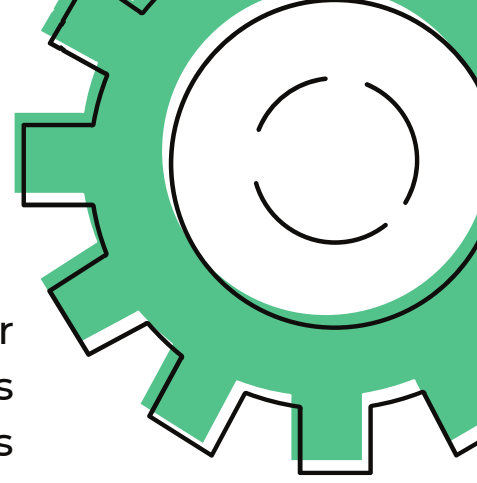
Iulia SMERIA, Global Brand & Content Manager, OSF



Outcomes

During our collaboration so far on employer branding, NNC's marketing activities generated for the client a series of materials that can be used in the long term to increase their awareness in the market. All of that had as a primary purpose of increasing the visibility of OSF as an employer and increasing the number of applications and quality of applicants for available jobs.

The Adwords campaign has performed above expectations, with an increase in website traffic of over 10% every three months, as well as an increase in job applicants quality. Also, due to the internal monthly events that were organized for the current employees, the values and overall culture of the organization are now well-defined and better understood internally.



Short key lessons and tips for organizing webinars

- Use the database and promote your webinars through email campaigns.
- Make sure the registration process is as simple as possible, so it's easy for the participants to register to attend the webinars.
- Partner with the speakers to promote the webinar and attract their existing audience as well.



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