



**Industry:** Staffing and Recruiting

**Challenge:** Filling volumes of Low to Mid skilled profiles

**Pain-Points:** Candidate qualification and shortage

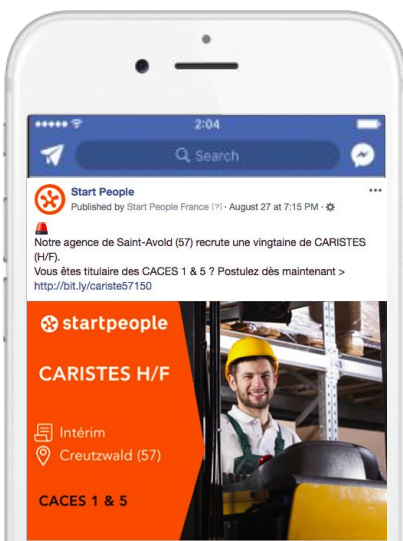
**On Facebook Jobs Since:** August 2018

## Summary

StartPeople France (part of Recruit Global Staffing) is one of the top global staffing firms providing skilled professionals in a variety of fields. They have more than **3,000 open positions** in various roles and locations across France. In the staffing industry, candidate volume and quality have a direct impact on business so it is critical for the company to optimize their job visibility where candidates spend most of their time. When Facebook Jobs was launched, StartPeople saw an opportunity to attract more candidates where they need them the most, but **they needed a feature to automate the job listings on Facebook and integrate the application process with their ATS.**

## Solution

To help StartPeople get the most out of Facebook Jobs, **Work4 set up several key features to automate job postings and the integration of applications with their ATS.** This includes an upstream ATS integration to source and filter all jobs from the ATS and distribute them at scale on Facebook. As the application process is happening on Facebook, Work4 is transferring applications into the ATS allowing Startpeople to proceed with their standard hiring process.



## Results

**1,000+** applications per weeks generated through Facebook and Work4

*"The integration process was quick, seamless and Facebook Jobs generates a large volume of candidates"*

Celine Maurisse - Marketing Director