

## Press Release

September 25<sup>th</sup>, 2013

# Recruitment 2.0: Accor bolsters its online recruitment strategy with Pinterest

Ever-innovative, Accor embraces digital recruitment to meet the expectations of a new generation of candidates. The Group is now using Pinterest, a social network that allows members to "pin" images, videos and other objects to their online pinboard and that already reaches 70 million users.

*"To attract and retain new talents, our ambition is to offer the candidate a digital experience as rich and attractive as possible, both in terms of navigation, interactivity and content. Our ambition is to be in place in all the media currently used by job applicants",* explain Philippe Liger, Accor's Human Resources Marketing Director.

### Social networks

Already active on **YouTube** and **LinkedIn** since 2011, AccorJobs has increased its online community to **Facebook** and **Twitter**, attracting 33,000 fans and 2,500 subscribers respectively by September 2013.

On **Pinterest**, Accor's page <http://pinterest.com/accorjobs> aims to provide information on several topics: the employees and their jobs with pictures reflecting their daily lives in the hotels. Users can "like" the content, comment, apply for jobs and "repin" images on their own boards and share them.

*"Pinterest was clearly the best way of communicating differently on the diversity of our professions, transmitting our values, and promoting the work of our employees. It should enable us to source talent outside our recruitment sites. This new source should divert traffic towards all our other recruitment devices",* adds Philippe Liger, Accor's Human Resources Marketing Director:

### On mobile

**The Accorjobs mobile site** provides real-time access to job vacancies from a smartphone. Candidates can set up a "job alert" to receive offers matching their profile as soon as they are published and save them in a basket before applying from a computer. Since it was created, the mobile site has already reached 210,000 visits and new developments are to come in 2013/2014.

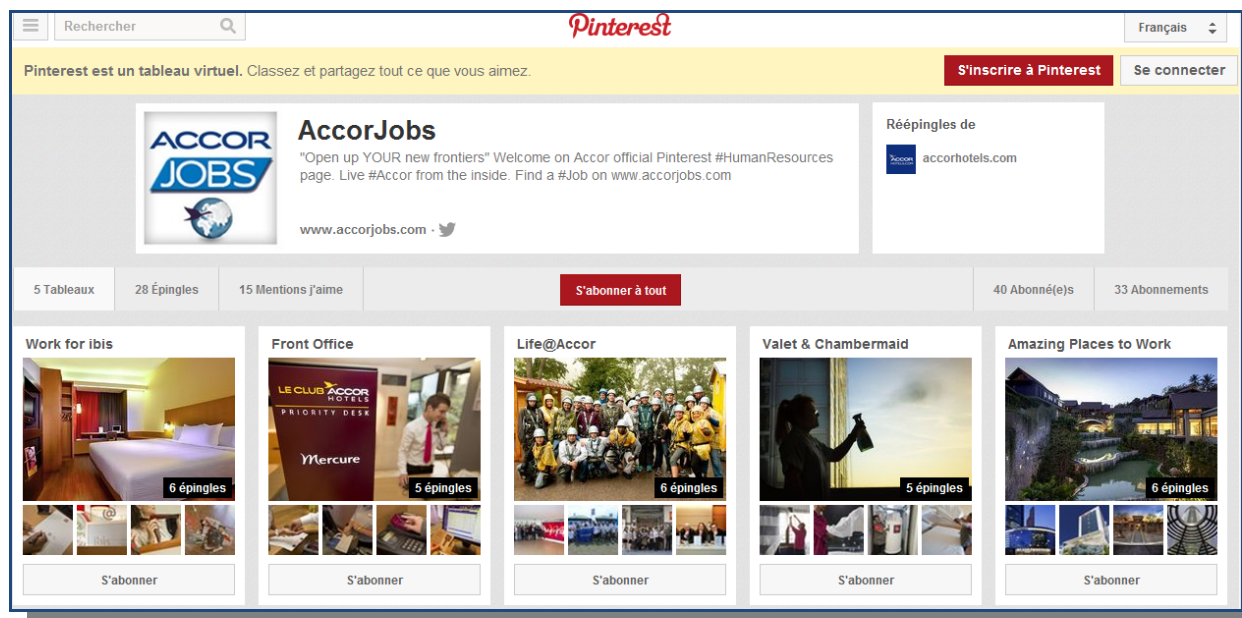
### On websites

Since June 2013, Accor has been testing **the e-solution developed by the company SEEing** in order to recruit future receptionists. This screening via an online questionnaire includes MCQ tests, open-ended questions for the candidates to talk about their professional accomplishments, modules of expression by webcam to measure language skills. Objectives: identify potential talents without training or experience of hospitality, but with a deep sense of customer relations, and also optimize the HR process leading to recruitment. This initiative has just been awarded in France with "Le Grand Prix de l'innovation numérique des Trophées SIRH 2013".

At the core of this organization dedicated to E-recruitment is **AccorJobs**. The Group's recruitment site, which is available in 12 languages, reached up 5.1 million visits and over 350,000 job applications in 2012. Every year, it advertises close to 20,000 job and traineeship offers, including 5,000 in France. En 2012, AccorJobs.com launched a series of innovations, which notably include recruiter advice on video.

And last, in the **Accor.com corporate website's "Recruitment and Careers" section**, browsers can access a Group presentation, videos and podcasts of employee testimonials, a professions guide, a job quiz entitled "Which jobs would suit you best?", and a section specially for students and graduates;

In 2012, employer branding and recruitment specialist Potentialpark ranked **Accor first in France and fourth in Europe for its Online Talent Communication.**



**\* Key figures:**

- Pinterest: 70 million users worldwide (source: Semiocast)
- 1 in 5 offers is consulted using a mobile (source: Business Insider)
- In 2015, over half of internet connections will be made using a smartphone (source: Médiamétrie)
- Only 13% of companies in France have a mobile site (source: LinkHumans)
- The word "job" scored over 2.7 million searches on Google mobile in 2013 (source: Google Adwords)



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with more than **3,500 hotels** and **450,000 rooms**. Accor's broad portfolio of hotel brands – **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1** – provide an extensive offer from luxury to budget. With more than **160,000 employees in Accor brand hotels** worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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