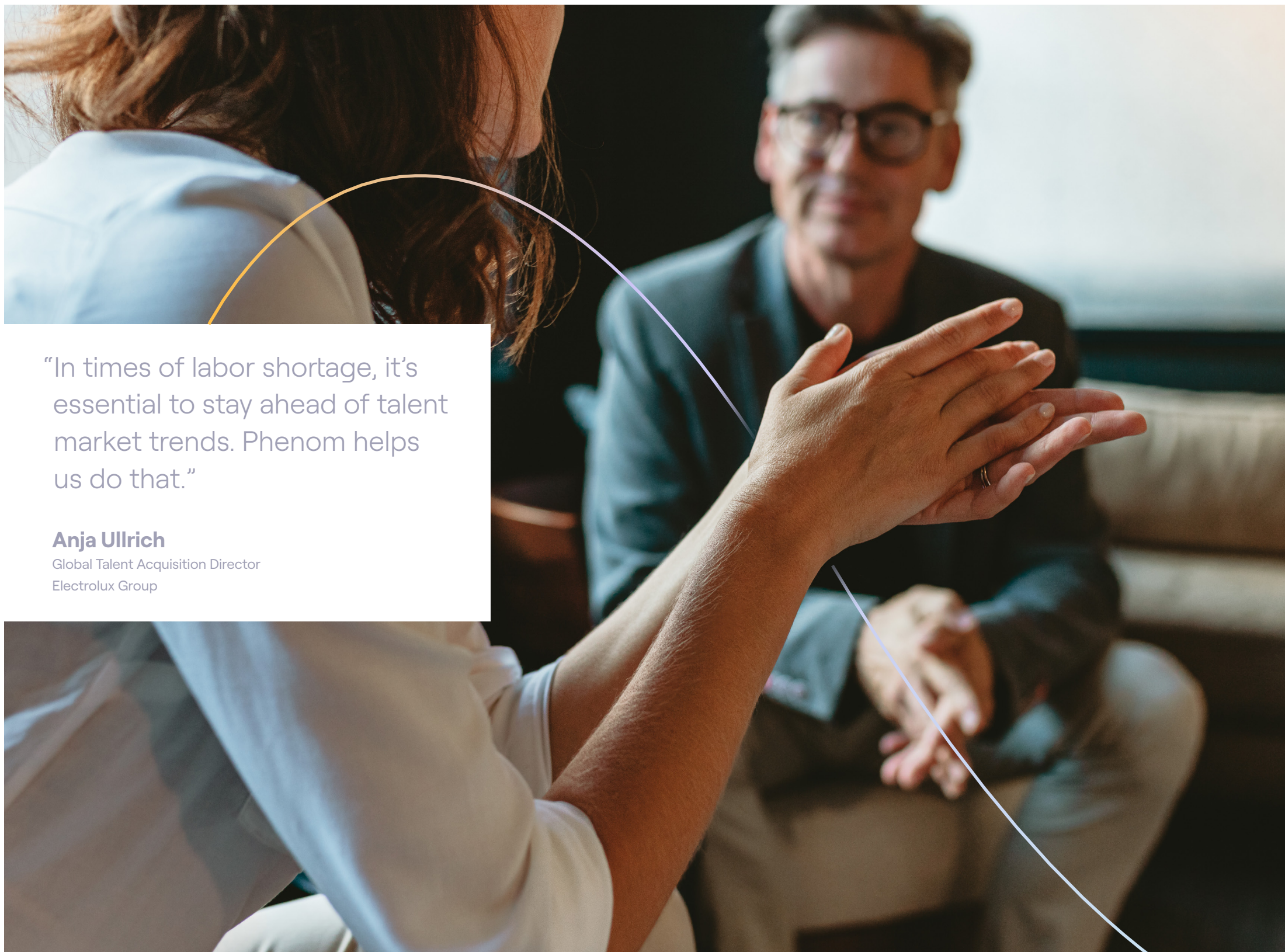




Electrolux Group Digitalizes Key HR Processes for Distinct Hiring Edge





“In times of labor shortage, it’s essential to stay ahead of talent market trends. Phenom helps us do that.”

Anja Ullrich

Global Talent Acquisition Director
Electrolux Group

The Challenge

When Electrolux Group faced a talent market shortage a few years ago, the decision to modernize their talent acquisition (TA) approach and employer brand was a natural one. Since the 1920s, the appliance manufacturer has cemented a brand based on innovation and reinvention – but the basic HR tools they had couldn’t meet the level of business and skills they were managing.

Electrolux Group’s TA team identified three key objectives to maintain a competitive hiring edge:

- **Digitalize processes while elevating the experience for candidates, employees, recruiters, and hiring managers**
- **Drive internal mobility**
- **Reduce time and cost to hire while improving candidate quality**

Greater collaboration and sharing of candidate data across global teams was also critical to the pivot. “We needed to digitalize processes and reduce siloes,” emphasized Anja Ullrich, Global Talent Acquisition Director of Electrolux Group.

The Solution

Electrolux Group searched for a solution that would support their aspirations to continuously innovate across both talent acquisition and management — particularly when it came to candidate engagement. The Phenom Intelligent Talent Experience platform's self-service **Career Site** and **Talent Marketplace** capabilities, architecture, and functional integration with the **Phenom CRM** and their ATS was just what they were looking for.

Candidate Experience

The career site supports Electrolux Group's employee value proposition with dynamic content that showcases their employer brand through powerful storytelling, imagery, and testimonials that resonate with qualified candidates. It also invites visitors to join their talent community — giving job seekers the ability to sign up for job alerts, receive personalized and timely updates, and more.

Recruiter and Manager Experience

The powerful combination of an active talent community, CRM, and **Phenom Campaigns** empowers recruiters to nurture leads by sending relevant content targeted to a candidate's expressed preferences, career goals, and interests. With the help of the platform's AI-driven fit scoring, candidate matching, and **Phenom Video Assessments**, recruiters and hiring managers can then improve the screening and selection process for better fits, faster.

If candidates do apply and qualify for an interview, **Phenom AI Scheduling** removes the time-consuming back-and-forth between candidates, recruiters, and hiring managers — expediting the process and elevating the overall experience.

Employee Experience

From an employee experience perspective, their Talent Marketplace makes internal mobility and career growth opportunities transparent, actionable, and easy to find. Similarly, **Phenom Referrals** works hand-in-hand with the Talent Marketplace to simplify how employees can refer from their networks.

“Phenom serves as a valuable collaboration tool in the hiring process and builds the foundation for a holistic internal and external talent experience.”

Anja Ullrich





The Results

“For the first time, Phenom has enabled us to engage with passive candidates in a structured and sustainable way,” Ullrich said. In fact, in just 6 months, Electrolux Group added more than 126,500 candidates to its talent community.

“Even during times of restricted hiring, the talent community and campaigns allow us to engage with candidates. We could not do that before implementing Phenom,” Ullrich said. “It gives us the competitive advantage of having candidates ready to apply when a vacancy comes up.”

The result has been faster hiring and smarter engagement: In one recent case, the team was able to fill an open role almost immediately by surfacing the profile of a silver medalist candidate who had interviewed for another position.

Being able to engage and evaluate candidates with automated video assessments has supercharged the hiring process and collaboration between recruiters and hiring managers, according to Ullrich.

A recent example? An open role received 241 job applications. After screening, six candidates who were shortlisted submitted videos.

“This gave us the opportunity to evaluate them very quickly,” Ullrich said. “The advantage for candidates was that they could showcase their potential at their own pace and time. Meanwhile, we saved 20% of the recruitment time and had closer collaboration with the hiring team who got to review, select, and interview the finalists — which led to securing the right candidate for the role,” she explained. At the end of the process, the

hiring team’s feedback was equally positive: “This was another level of hiring,” they shared.

The biggest time saver, however, according to Ullrich is AI Scheduling. — “Before Phenom AI Scheduling, a recruiter spent a minimum of 45 minutes on scheduling. This process has been considerably simplified and accelerated to less than 10 minutes at times,” she shared.

And their candidates appreciate it just as much: “The fact that I could schedule and reschedule at any phase of the process according to my availability was something I had not seen before and made me feel very valued from the beginning,” said a recent hire.

What Electrolux Group Is Achieving With Phenom

“Phenom is the right tool for proactive talent pipelining both inside and outside the company. It’s critical in the HR technology landscape and allows us to evolve.”

Anja Ullrich
Global Talent Acquisition Director



Since implementation:



↑84%

Increase in application conversion rate



↓51%

Decrease in incomplete applications



↓9%

Decrease in time to hire

20% Recruitment time saved with Phenom Video Assessments

As much as 78% Time saved with Phenom AI Scheduling



The Future

What's next for a company with innovation in its DNA? The TA team plans to continue evolving its HR technology ecosystem. "Phenom is an integral part of that," Ullrich said. "We've only just begun discovering everything that's possible with the platform." As they continue collaborating with Phenom to manage a complex integration together, approaching any challenges as opportunities to learn and grow is essential.

Future initiatives include:

- Leveraging segmented outreach to attract high-quality candidates, rather than simply a higher quantity of candidates.
- Expanding internal mobility. With more than 50% of internal workforce skills data available in their Talent Marketplace, recruiters now have a good base to fill anticipated hiring needs internally, Ullrich shared.

"Phenom has already sparked innovation for our TA efforts, and there's a lot of potential for the future."

Anja Ulrich



Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our group of leading appliance brands, including Electrolux, AEG and Frigidaire, we sell approximately 60 million household products in around 120 markets every year. In 2022 Electrolux Group had sales of SEK 135 billion and employed 51,000 people around the world. For more information go to www.electroluxgroup.com

Industry	Appliance manufacturing
Career site	career.electroluxgroup.com
Headquarters	Stockholm, Sweden
Employees	51,000
ATS	Workday



See the Phenom Intelligent Talent Experience platform in action

[Book a demo](#)

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

