

Danone – Recruitment Process Outsourcing

Danone is a major FMCG company in the UK, with market leading brands across four divisions: Waters (Evian, Volvic), Dairies (Actimel, Activia, Shape), Nutricia Early Life Nutrition (Aptamil, Cow & Gate) and Nutricia Advanced Medical Nutrition (Fortisip).

They have a powerful mission to bring health through food to as many people as possible.

Danone was founded in 1919 in Barcelona, Spain, and expanded further into Europe during the 1980's. Today, they have in excess of 100,000 employees, working across more than 46 countries.

The Solution

Cohesion have been providing Danone with expert permanent recruitment solutions through a full end-to-end Recruitment Process. We have supported specific campaigns including the creation of a shared service centre and the relocation of one of Danone's medical divisions.

We provide Danone with market research and supporting data which facilitated a review of the testing process. The subsequent changes made have resulted in more positive recruitment results.

The solution we provide includes:

- We work in partnership with Danone's HR team provide feedback related to recruitment;
- Cohesion monitor performance and make continuous improvements. Engage and consult with HR and stakeholders regarding requirements ;
- Identify and advise regarding attraction channels;
- Develop and manage optimised advertising campaigns;
- Direct sourcing of both passive and active candidates in order to develop proactive candidate pipelines using a variety of sources and social media;
- Managing the candidate recruitment journey ensuring engagement;
- Organise, support and conduct face to face competency interviews, technical interviews and assessment days, and assisting with the assessment of applicants' values, strengths, behaviours and competencies during telephone and video interviews;
- Facilitation of and attendance at internal focus groups with internal stakeholders.

The solution we provide to Danone has resulted in a 100% candidate retention rate, with a significantly reduced time-to-hire.

Cohesion's Relationship with Danone

We recently caught up with the Talent Manager, Amandine Taupin-Andrieux, to get her take on the service she receives from Cohesion:

"Cohesion and the team has been very supportive in the different projects they have been involved in with Danone. They successfully helped us to pilot direct recruitment in nursing and increase our brand presence, a key area for our medical business. They also supported us to find great talent on the market when we relocated a full CBU to London.

Their dedication, knowledge of the market and willingness to do well has been great. It has been a partnership with constant feedback on both sides which has enabled us to explore new area such as direct recruitment in the experienced market. Thank you cohesion!"

Cohesion have developed a strong relationship throughout the wider business, and provide additional solutions, including: Graduate Recruitment, and Clinical Recruitment (field-based Nursing team).

If you'd like to know more about how Cohesion can help drive change in your business through Outsourcing solutions, then please contact us. We're here to help you reach, engage and retain the best possible candidates for your company.

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