

Revolutionizing recruitment: How Manpower achieved remarkable efficiency with VONQ's solutions

Traditional staffing meets modern multiposting technology

In a highly competitive recruitment industry where innovation is essential, Manpower Netherlands is leading the way. Discover how their partnership with VONQ marks a digital transformation and how they successfully connect top professionals with leading companies. They can set new standards for recruitment efficiency and effectiveness.

Since 2011, Manpower Netherlands has been a leading provider of innovative recruitment solutions. Recognizing the shift towards digital platforms and the increasing complexity of recruitment processes, Manpower was prepared to redefine talent acquisition.

Driven by a shared vision to streamline and improve the recruitment landscape, the company formed a strategic alliance with VONQ.

Company:	Manpower Netherlands
Founded:	2011
Industry:	Staffing and recruitment
ATS:	Bullhorn
Location:	The Netherlands
Collaboration with VONQ:	Since 2011

The Challenges

The partnership was the result of the need to address critical challenges Manpower has been facing:

- Efficiently posting jobs across multiple platforms.
- Managing an increased number of applications with a streamlined candidate management system.
- Minimizing posting errors to maintain job integrity and appeal.
- Supporting strategic hiring decisions with data-driven insights.

Real-life examples underscore these challenges. Recruiters at Manpower shared stories about the lengthy, manual process of posting jobs and the high rate of candidate drop-off due to less-than-optimal application experiences.



“Partnering with VONQ has not only streamlined our operations, it has enabled us to achieve results that were previously out of reach.”

– Manpower.

The Solution

Fast and Automated Job Posting with VONQ's Multiposting Solution

By integrating VONQ's solution with Manpower's existing Bullhorn ATS, VONQ has turned these challenges into opportunities.

- ✓ Automated Job Posting: Automating job postings from creation in Bullhorn and their existing ATS to receipt of applications revolutionized the hiring process, increasing both speed and accuracy.
- ✓ Optimized media buying: Strategic optimization significantly reduced cost per click (CPC) and cost per acquisition (CPA) while increasing the number of qualified candidate applications.
- ✓ Knockout query integration: Seamless integration of knockout queries filtered out unsuitable candidates early, saving valuable time and resources.
- ✓ Master Vacancy Management: This innovative feature ensured a consistent application process, improving the candidate experience and increasing recruiter efficiency.



The Result

The partnership's success is reflected in tangible results:

- ✓ Unmatched efficiencies in job posting and application processing.
- ✓ A 20% reduction in CPC and CPA maximized budget effectiveness. The candidate pool increased by 30%.
- ✓ Automated knockout queries significantly reduced hiring managers' workload, allowing them to focus on engaging with top candidates.
- ✓ Attracting a broader, more qualified pool of candidates by improving the accuracy and reach of job postings.



Cost Efficiency:
Reduced CPA and CPH through a fast and efficient job posting process



Targeted Quality:
Enhanced segmentation for higher-quality applications and improved effectiveness.



Collaborative Success:
Effective knowledge exchange in connecting clients with suitable candidates.

Looking ahead

Manpower Netherlands will further revolutionize candidate management by introducing VONQ Kopilot. This tool reduces the pressure on recruiters and improves the conversion of applications into successful placements.

With VONQ, Manpower Netherlands has set a new standard in recruitment efficiency. This partnership has addressed immediate challenges and established a foundation for continued innovation and success in the rapidly evolving world of talent acquisition. As Manpower Netherlands continues to leverage the power of digital transformation, its journey remains a lighthouse for the future of recruitment.

**+15 years of experience
& +1.000 happy customers**



Are you ready to take your recruitment marketing to the next level? **Let's chat.**

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