

## CASE STUDY:

**SCHNEIDER ELECTRIC**

## Schneider Electric Leverages Entelo Partnership to Reach Qualified Talent

Headquarters | Rueil Malmaison, France

Industry | Energy

Annual Revenue | \$27.6 B

From its founding in 1836 to today, Schneider Electric has transformed itself into the global specialist in energy management. With operations in over 100 countries worldwide, Schneider offers integrated energy solutions across many major market segments – a feat requiring many of the best and brightest minds across the world.

LaDonna Tucker is the Director of Talent Acquisition & Mobility at Schneider, and her recruiting team carries the tremendous task of uncovering talent quickly and economically.

“Recruiters are expected to do more and more every day, taking a big pool of candidates and shrinking it to those we really want to target,” says Tucker. “That is a big challenge. Today’s talent is very passive – great candidates don’t have to apply to a position to get hired, they are pursued. We have to think smarter about how we recruit.”

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**LaDonna Tucker**

Director of Talent Acquisition/Mobility | Schneider Electric

## OVERVIEW



## PAIN POINTS / CHALLENGES

- Outdated and manual sourcing processes
- Lack of pipeline for a large number of critical roles
- Desire for not just a sourcing vendor, but a recruiting partner

## RESULTS USING ENTELO

- Easy access to millions of new candidates with Entelo Search
- Increased pipeline of qualified, vetted candidates with strong cultural fit
- Strong partnership with Entelo’s customer success team

## A Trusted Partnership

When Tucker chose Entelo, she gained a team of seasoned recruiting experts who were dedicated to helping her hire the right people. “The high level of engagement shown to us by the Entelo customer success team is truly exceptional. They have taken the time to learn about Schneider Electric – they understand our needs and the profiles we are looking for. They are truly an extension of our team,” says Tucker.

As a global, multi-billion dollar (and growing) company, Schneider Electric has hundreds of open roles to fill at any given time. With outdated and manual sourcing processes in place, quickly building a robust pipeline for critical roles was a difficult task. With Entelo, Tucker’s sourcers gained access to a rich talent database of over 275 million potential candidates and the intelligence needed to filter out the best people for each role.

## The Complete Picture

Above all else, Schneider’s talent team recruits for alignment with company values. “When we’re working with Entelo to evaluate talent, we’re also assessing cultural fit,” explains Tucker. “At the end of the day, what makes an employee successful is how well they align with our values.”

With Entelo Search, Schneider recruiters are able to follow the digital footprint of a candidate – across mediums such as Twitter, GitHub, Stack Overflow, Quora, Dribbble, and GrabCad – to determine skills, passions, hobbies, and ultimately, fit with the company’s mission and culture.

“Technology has changed the way that recruiters work today,” explains Tucker. “We think differently about our relationship with candidates – we have to get to know

them first. With Entelo, we get access to a variety of social and professional profiles. We have the ammo we need to build relationships and entice talent to come work for Schneider Electric.”

## Effective, Tailored Outreach

As a seasoned talent acquisition professional, Tucker knows you only get one crack at a first impression. Equipped with detailed information about their top candidates, Tucker’s team can craft tailored emails to candidates, with a much higher likelihood of being opened. And the Entelo customer success team is still right behind Schneider to help with outreach when needed.

“The Entelo customer success team brings a lot of creativity to Schneider. They are recruiters first and foremost, and that is important to us. They provide great tips to our team that we may not have thought of before. They ask, ‘Have you thought of approaching it from this perspective?’ and offer step-by-step plans to help drive better results,” says Tucker.

“Entelo really helps us connect our brand to the people” finishes Tucker. “We want great people, because great people make this a great organization to work for.”

“There are lot of options out there in the recruiting space. But when we gain a partner through Entelo, who really cares about making sure we get the best value out of the product, that is huge for us. We want to work with partners like that.”



## LaDonna Tucker

Director of Talent Acquisition/Mobility | **Schneider Electric**



Entelo is a recruiting platform that helps organizations find, qualify, and engage with talent. To learn more, visit us at [www.entelo.com](http://www.entelo.com).