

# sevDesk: gaining talented employees with successful employer branding



## Situation & challenges

sevDesk automates accounting and finances. The paper trail has been consigned to history. The intuitive cloud software frees up valuable time, giving company founders, the self-employed and small businesses the freedom to do what is most important to them. The People & Culture team consists of 30 people from a diverse range of HR fields. One team in this group deals solely with employer branding. The number of vacant positions fluctuates wildly. The focus, however, is on positions relating to the accounting software.

The current situation on the labor market is dominated by the shortage of qualified personnel and the new working world. As an SaaS company, sevDesk faces the special challenge of constantly finding new tech employees and convincing them of the benefits of their company. In order to be successful in the competition for these talented individuals, sevDesk regularly has to be willing to try out new things.

The digital channels play an important role in this. In addition to social media and business networks, Twitch is also used in order to offer insights into the everyday work, the product, and the unique culture. Communication with target groups takes place via the relevant channels. When selecting the channels, the focus is on the target groups' interests and wishes. Social media in particular is used often as it allows the company to present an authentic and approachable image of the corporate culture. ›



Above average  
kununu score



Reached many potential  
employees through Employer  
Branding Profile



Attract candidates  
with unique culture  
and benefits

sevDesk takes the stress out of accounting and creates room for creativity. The intuitive cloud software automates accounting and finances for the self-employed and small businesses.

Company name

**sevDesk GmbH**

Sector

**Internet and information  
technology**

Company size

**200 employees**

Website

**[www.sevdesk.de](http://www.sevdesk.de)**

Products

**Employer Branding Profil  
by XING & kununu**

## The solution – onlyfy

Employer branding plays an important role. Regardless of the sector, product or size of the company, it is important that potential employees are shown what they can expect from the company before the application process even begins. The focus is not on generic benefits, but real insight into the company and real added value.

With the onlyfy Employer Branding Profile by kununu and XING, sevDesk offers candidates insights into the everyday work at the company and the most important benefits are presented. “We know that we can attract candidates with our unique culture and our benefits—and this is what we want to show.” The profile is maintained by the Employer Branding team. With good preparation and clear targets in the employer’s communications, the effort can be planned for and is reasonable.

All feedback on kununu, whether positive or critical, is received with gratitude. The aim is to constantly improve and that is only possible with honest assessments from employees and applicants. All reviews are regularly commented on in order to show how valuable the feedback is.

The company has reached many potential employees in the past through the Employer Branding Profile on kununu and XING. Comments, likes and profile visits show that the right target groups are being addressed. “We constantly receive positive feedback about our presence on kununu and XING during the application process, which proves that the profile serves as a source of information and that the numerous reviews are being read.” sevDesk has created a professional company presence with its Employer Branding Profile.

## Conclusion & outlook

“Just as the expectations and aims of the candidates change, so too must our recruiting methods change. We know that we’re getting a lot right already, but that we’re not perfect. Whether that’s processing times or appropriate contact.” But sevDesk knows that each talented individual is just that—an individual, and they each have individual needs. That is why it is so important that the recruiting processes reflect this. And this approach will remain relevant in the future, as will the method of communicating with candidates on an equal footing. These are the most important elements of our recruiting.



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**Liesa Ellerbrok**  
(Senior) Employer Branding Manager  
sevDesk

## Top successes of sevDesk

# 2x

more followers on Employer Branding Profile between 2021 and 2022

# 4,6

kununu score

# 100%

recommendation rating on kununu