

# “Vacancies filled in a flash” – only with onlyfy one Job Ads



## Situation & challenges

Bayerische Asphaltmischwerke (bam) is an indispensable part of the Bavarian economy. With five branch offices and the headquarters in Germany's southernmost state and around 450 employees, the company is one of the leading asphalt producers in Bavaria. But even with such a strong regional player, the shortage of skilled labour is having an impact: “We have been struggling more and more recently to fill vacant positions using job advertisements,” explains Ines Palmann, HR Officer Recruiting.

“In the past few months, we haven't been able to achieve the typical results with job ads placed in the usual portals, or by using target-group-specific social media campaigns,” adds Ms Palmann. The logical consequence: an important position remained vacant for a number of months, which has an economic impact on a company like Bayerische Asphaltmischwerke.

As with many similar companies, recruitment is the responsibility of a single employee at Bayerische Asphaltmischwerke. Modern but simultaneously labour-intensive recruitment methods, such as active sourcing, are difficult to implement under these circumstances. That is why the company was on the lookout for a full-service recruiting solution – one that wouldn't create extra work.



**Convincing comprehensive job ad offer:** Combination of active and passive recruitment methods



**Broad reach and good value for money:** Intelligent placement on relevant career and social media platforms



**A personal contact provides inspiration:** Personal advice and helpful tips over the full term

Bayerische Asphaltmischwerke specialises in the manufacture of asphalt and offers customers across Bavaria a broad spectrum of innovative products and solutions.

Company name

**Bayerische Asphaltmischwerke GmbH & Co. Kommanditgesellschaft für Straßenbaustoffe**

Sector

**Manufacture of construction materials**

Company size

**450 employees**

Website

**<https://www.bam-net.de/>**

Products used

**onlyfy one Job Ads**

## onlyfy solution

bam found what it was looking for with onlyfy by XING. onlyfy one Job Ads Ultimate, with its comprehensive reach and intelligent interplay between active and passive sourcing, was exactly the right package. “We were intrigued by the full package: the combination of traditional job ad functions, the automatic candidate proposals and the good reach on other career and social media platforms,” comments Ms Palmann. The push notifications to suitable XING members, in particular, were a draw. These members automatically receive a personal email notification about the job offer once the job advertisement is online.

The results achieved with onlyfy one Job Ads Ultimate speak for themselves: within four days, the first interesting applications arrived. After just one week, initial interviews were taking place. And after just 18 days, the vacant position had been filled. bam benefited from a fast process and was able to generate more visits to its job advertisements and received more applications.

“With onlyfy one Job Ads Ultimate, we were able to fill a position that had been vacant for a long time extremely quickly. And all without any extra work for us in recruiting,” recalls Ms Palmann of the successful start to the cooperation with onlyfy.

## Conclusion and looking ahead

For Bayerische Asphaltmischwerke, it will remain essential to fill positions both quickly and for the long term. “We will definitely be using onlyfy one Job Ads to fill certain positions.”

One thing is certain: during times of labour shortages, the importance of a well-coordinated mix of passive sourcing channels will grow. bam agrees: “We have received the ideal support from onlyfy one Job Ads Ultimate with fully automated placement on a number of platforms.”



**We were able to fill vacancies extremely quickly with **onlyfy one Job Ads**. And **without any extra work** for Recruiting – and with more reach and more applications.**

**Ines Palmann**

HR Officer Recruiting, Bayerische Asphaltmischwerke GmbH & Co.  
Kommanditgesellschaft für Straßenbaustoffe

**Bayerische Asphalt-  
mischwerke's top  
successes**

**18 days**  
**time-to-hire for the  
vacant position**

**100 %**  
**of vacancies filled with  
onlyfy one Job Ads**

**More**  
**applications**

**Greater**  
**reach**

**onlyfy** by XING