

# Modern and smart recruiting with **onlyfy 360°**



## Situation & challenges

HAPEKO is an HR consulting company that stands out with its diversity. HAPEKO is an all-rounder, specialising in select sectors, and provides support for SMEs as well as global players in finding the right professionals and managers. Since 2003, the consulting company has been bringing people and companies together to create lasting relationships. In 2020, it helped fill 1,300 vacancies and in 2021, this number rose to 1,700.

The key to its success are the highly qualified and motivated employees who have a passion for HR consulting. In order to be able to fill the growing number of vacancies in future, too, HAPEKO is on a mission to refine its own employer branding and find the most talented individuals for its own company as well.

But the situation has changed: The market in Germany is currently an employees' market. Gaining new talented individuals is becoming more difficult and requires more effort. And because it is also becoming more complicated, simply placing job ads with the right keywords is no longer good enough. It is much more important that all steps from start to finish focus on the applicant. Candidates want to see more transparency in the application process. Their expectations of their (future) employers have also changed and can be demanded in the current market: A good work-life balance, meaningful tasks, and the opportunity to work in a performance-focused way to promote their own careers are all examples of these expectations. ›



Benefiting from  
the combination of  
five amazing products



100 % recommendation  
rating on kununu



140.000 clicks on  
**onlyfy** one Job Ads in the  
third quarter alone

HAPEKO is number one contact for professionals and managers in Germany. The human resources consulting company's specialty is establishing contacts between experts looking for a career chance and the right companies.

Company name  
**HAPEKO Hanseatisches Personalkontor Deutschland GmbH**

Sector  
**Human resources consulting**

Company size  
**200 employees**

Website  
[www.hapeko.de](http://www.hapeko.de)

Products  
**onlyfy 360° by XING**

## The solution – onlyfy

With over 20 million users, XING is a very relevant platform in Germany, Austria and Switzerland. With onlyfy 360° by XING, HAPEKO is harnessing the power of a comprehensive recruitment solution with extensive reach and also refining its own employer branding. The tools that this solution includes are used every day by HAPEKO's employees, from looking for and contacting suitable candidates to managing relationships with talented individuals and placing job ads.

The interplay between onlyfy TalentManager and TalentpoolManager is particularly important for the HR consultants. With one initial targeted message using TalentManager, a long-term contact can be created with TalentpoolManager, thus enabling the establishment of a talent pool for the regions and sectors. The interconnectivity between TalentpoolManager and onlyfy one Job Ads also helps the consultants to see whether the vacancy advertised is being seen by the right target group. What's more, the existing synergy between Jobs that are included in onlyfy Employer Branding Profile and on kununu leads to more reach and activity on HAPEKO's own website.

## Conclusion & outlook

Putting ourselves in the shoes of talented individuals to figure out what motivates them is and will remain highly relevant. Constant optimisation of communications via XTM is therefore a matter of course. Algorithms must also be correctly understood and used to gain candidates. It is not only HAPEKO, however, that needs to understand the changes on the labor market and the current expectations, but also the customers. The consulting company faces the challenge that many employers have not adapted their expectation to suit the current market conditions. The consulting tasks therefore also include preparing customers for the needs and demands of the market. Managing expectations is the best prerequisite to making sure that companies and talented individuals can come together for the long term. HAPEKO wants to continue helping people to find the jobs that are right for them in the future.



**„In the third quarter of 2021 alone, we were in touch with 12.000 promising individuals and our onlyfy one Job Ads received 140.000 clicks just on XING.“**

**Laura Janßen**  
Internal Recruiting and HR Development, XING Key-User  
HAPEKO

## Top successes of HAPEKO

**100 %**

**recommendation rating on kununu**

**4,2**

**kununu score**

**126 %**

**more clicks on job ads**