

Towards a future of digitised recruiting with onlyfy one Application Manager



Situation & Challenges

KG Media Factory is one of the leading German video production companies in the fields of corporate video and video content. The company produces for numerous well-known customers, including Audi, BMW and the German Federal Government, who rely on KG Media Factory's comprehensive expertise. "We currently have 50 permanent employees, and complemented by our freelancers, more than 100 people work as part of KG Media Factory," says Sebastian Wöhr, who is responsible as HR Manager for recruiting and employer branding.

"Like with many small and medium-sized companies, until recently KG Media Factory's recruiting was largely handled by the specialist departments themselves," explains Wöhr. The aim was to use a dedicated HR department and supporting tool to put the focus on consistent processes, quick feedback times and the opportunity for cost-effective multi-posting. "In this way, we wanted to ensure that even the more difficult vacancies could be filled much more quickly," says Wöhr.

One thing is certain: the labour market has changed. And that change is away from an employer's market and towards an employee's market. Companies need to be where their target group is with their job advertisements if they are to attract the best talent in the long term. It also needs application processes that put the candidate at the centre – and offer them an individual, convenient and rapid candidate experience that stands out from the crowd. ›



Save valuable time with smart, lean and digitised application processes



Demonstrably improved applicant satisfaction through a pleasant candidate experience



Extremely low attrition rate of around 2%

KG Media Factory: They are explorers. Creatives. Doers. And above all, people who offer their clients individual complete solutions in corporate video and video content – from the concept to measuring success.

Company name

KG Media Factory GmbH

Sector

Media/Video production

Company size

100 people

Website

www.kgmediafactory.de

Products

onlyfy one Application Manager

The solution – onlyfy

This is exactly where onlyfy one Application Manager comes in. Quick-to-implement best-practice presets give a smooth introduction to a digitised recruiting future. *“The great onboarding process for Application Manager also deserves special mention: Quick feedback and expert help left nothing unanswered,”* says Wöhr. Lean and intuitive processes have not only radically improved our internal recruiting processes, but the candidate experience is also significantly enhanced thanks to rapid feedback times and convenient application options, such as one-click applications via XING.

This is having a noticeable effect. *“With Application Manager’s help, we were able to significantly increase the number of applicants at KG Media Factory,”* explains Wöhr. The positive candidate experience is also reflected in an increased kununu score. In particular, the attrition rate for applications, which at around 2% is significantly below the market average, also demonstrates the positive impact of a digital recruiting experience.

But it’s not only applicants who are convinced by the Application Manager experience. The solution also opens up untapped potential in the company itself: *“The automated processes save us valuable time, not only in recruiting but also for the specialist departments, while the Job Ad Designer ensures that job ads still contain the individual touch,”* Wöhr emphasises. The multi-posting option also means that job advertisements can be published more cost-effectively. *“Automatic candidate suggestions are yet another benefit. The suggestions save us valuable time in our search for suitable talent,”* Wöhr continues. In short: Application Manager not only makes recruiting more convenient, it also makes it more efficient.

Conclusion & outlook

Introducing Application Manager had another positive side effect for KG Media Factory, as Wöhr explains: *“We were able to fill the important key positions in the company within the first months after implementation, which is why we can now focus on expanding our own freelancer network.”* KG Media Factory also aspires to continue to consistently follow their chosen path into a digital recruiting future. Together with onlyfy.



„onlyfy one Application Manager not only includes everything you need for organised, fast and digital applicant management. New standards are also being set with the automatic suggestions of suitable candidates and the Job Ad Designer.”

Sebastian Wöhr
HR Manager, KG Media Factory

Top successes of KG Media Factory

100%

filled key positions just a few months after introducing onlyfy one Application Manager

2%

attrition rate, which is far below the expected average for the market

4,3

stars on kununu and 100% recommendation rate