

How Schulmeister has used onlyfy 360° to improve recruitment KPIs



Situation & challenges

For Schulmeister it's all about recruiting in a mutually respectful spirit of partnership – which applies to its customers and within the company itself. Schulmeister has been operating successfully in specialised personnel consultancy focused on finance, accounting and controlling for over 20 years. It has experienced strong growth in recent years. A committed 70-strong workforce is employed across a total of five sites. “Everyone really cares about bringing together people and jobs that are made for each other,” comments Stefan Bäuchl, Managing Partner in Hamburg.

“MAKING YOUR LIFE WORK BETTER, BY MAKING YOUR WORK LIFE BETTER. We embody our passion statement in our practice because we believe that the pursuit of personal satisfaction and professional success should go hand-in-hand. That's why our recruitment approach also looks beyond just data, as personal fit is also crucial. To guarantee a truly positive, close-to-perfect match, we use behaviour profile analyses. With this approach we ensure that our placements do not just lead to short-term employment relationships, but create long-lasting and successful partnerships. So for us, it's not only a matter of hard facts but much more about the interaction between individual strengths and the corporate culture,” reports the Managing Partner.

To support them in seeking out the right talented candidates for their customers, Schulmeister wanted to try out new recruitment solutions in addition to its own database, direct approaches by phone, and getting in touch via the respective separate social media profiles. The goal was to intensify active sourcing, make better use of potential on XING, and further expand employer branding. They wanted a solution that also delivers insights on the visitors and open roles, and automatically suggests appropriate candidate profiles. Schulmeister struck gold with onlyfy. Once individual recruitment and employer branding tools from onlyfy were already in use, the onlyfy 360° complete solution was brought into play.



**onlyfy as the best option
for positioning
as an employer**



**Comprehensive
active sourcing
with onlyfy 360°**



**Looking for a perfect match
on the employment market and
also finding it**

Schulmeister has spent more than 20 years working successfully in specialised personnel consulting focused primarily on finance and accounting, as well as controlling.

Company name

**Schulmeister Management
Consulting GmbH**

Sector

Personnel consulting

Company size

51 to 200 employees

Website

<https://www.schulmeister-consulting.de/de/>

Products used

onlyfy 360°

The solution – onlyfy

onlyfy 360° brings together active and passive sourcing, employer branding and talent pooling. This interaction between individual recruitment disciplines is very important to Schulmeister. As Stefan Bäuchl understands: “A meaningful employer brand draws attention to your company and anchors it in the memory of relevant candidates. This helps us both with placed job ads and in active sourcing.”

Schulmeister believes that the other advantages of onlyfy 360° include shared work on search projects as well as the use of talent pools via which contact with potential new candidates can be maintained, and even access to deeper insights/statistics via placed job ads. “One particular added value is that our ads can be automatically placed via the XML interface without limits. This means more visibility and more reach with relatively little complexity,” reports the Managing Partner.

In addition, two synergies that are available in the 360° solution are particularly popular. Firstly, onlyfy Job Ads are automatically displayed in Employer Branding Profile by kununu & XING. This means candidates researching the company can see the current vacancies straight away. And secondly, talented individuals from the talent pools can be addressed very easily with onlyfy TalentManager. “This is really practical, especially for the automatically created talent pools.” It lets you find job ad visitors as well as Employer Branding Profile followers, for example,” explains Stefan Bäuchl.

Schulmeister is proud to have grown follows on Employer Branding Profile by 20 %. “We have renewed our brand presence, adjusted our marketing strategy – we are now concentrating even more on our applicants’ needs – and above all we have created internal resources that take care of the design and maintenance of profiles,” reveals Stefan Bäuchl.

Conclusion & outlook

“We are aware of the shortage of specialists, and in future would like to address our applicants in an even more personal, transparent and individual way. After all, at the end of the day applicants are our asset,” reports the Managing Partner. In addition, it is Schulmeister’s objective to always be one step ahead in recruitment and above all to stay in the loop when it comes to new technologies and even AI.



“With onlyfy 360°, within one year we have increased our **response rate by 5% and won 20% more followers** on our Employer Branding Profile. These are great recruitment and employer branding successes for us.”

Stefan Bäuchl
Managing Partner, Schulmeister

The biggest wins for Schulmeister

4.7

kununu score; industry average 3.8

20%

more followers in the Employer Branding Profile in one year

5%

increase in the response rate in one year