

# A holistic approach to success: how Ottobock won applicants with 360° recruiting

## Situation & challenges

Held in high regional regard as a traditional family business and a positive image in a strong industry, Ottobock is actually in a quite comfortable situation as an employer. So nothing to worry about, then? On the contrary. “Despite our good position in the labour market, we have been clearly impacted by the shortage of skilled workers and demographic change,” explains Fatriyani Fauzan-Magerl, Head of Recruiting & Employer Branding at Ottobock.

At the beginning of 2020, one thing became abundantly clear for the medical technology manufacturer with more than 9,000 employees in around 60 countries: something had to change in recruiting. “Our focus before had been strongly on applicant management and ‘post and pray’. Employer branding was not part of the picture,” Fauzan-Magerl recalls. “Targeted direct approaches to candidates and expanding employer branding are no longer optional for reaching the right talents over the long term. They’re an absolute must.”

Ottobock wanted to address two challenges with the expansion of its recruiting strategy, challenges that other major players from various industries were also increasingly facing. “We were looking for a way to also exploit the passive potential of the labour market. A logical step here was to further develop our employer branding presence on kununu and XING. This is how we were able to attract the attention of potential candidates and raise our profile beyond the region,” says Fauzan-Magerl.



**Intelligent interaction between  
onlyfy product portfolio and  
valuable synergy effects**



**Establishing successful active  
sourcing via XING**



**Authenticity and reach for the  
employer brand via kununu and  
XING**

**ottobock.**

Ottobock’s products and services in prosthetics, orthotics, NeuroMobility and patient care provide independence and quality of life for people with mobility restrictions.

Company name

**Ottobock SE & Co. KGaA**

Sector

**Health tech**

Company size

**5,000-10,000 employees**

Website

**corporate.ottobock.com**

Products used

**onlyfy 360°**

## The solution – onlyfy

Ottobock decided to introduce onlyfy 360° in March 2020 to meet these challenges with an integrated solution. “We were immediately won over by the combination of recruiting and employer branding tools on a single licence,” explains Fauzan-Magerl. Since then, onlyfy TalentManager, onlyfy one Job Ads and kununu profile have been in daily use – with employer branding and active sourcing becoming an integral part of recruiting.

One particular success active sourcing achieved was urgent recruitment for critical niche finance positions. Very few applications had been received in this area. So the direct approach was the key to success. As well as using the individual products, Ottobock also benefits from the synergy effects between the range of solutions. “TalentManager allows us to view and actively address visitors to our Job Ads. Interested parties can also see the jobs we are currently advertising directly on our kununu profile,” says Fauzan-Magerl.

The search filters on XING and the intelligent support provided by the platform via automatic candidate recommendations are particularly popular. “On top of this, we are very well supported by onlyfy in the placement of our employer branding profiles on kununu and XING.”

## Conclusion & outlook

The next projects together with onlyfy 360° are already in place at Ottobock, says Fauzan-Magerl: “We want to use talent pooling more intensively in future.” TalentManager is also increasingly becoming a strategic tool as well for Ottobock. “We want to use Talent Radar to get a more accurate overview of the talent market in the future and decide where to target advertisements for particular positions based on that.”

Generally, Ottobock would like to continue resolutely on its chosen path of holistic recruiting. “Active sourcing is becoming increasingly important, especially to reach nationwide candidates. kununu and XING also offer us the opportunity to communicate our image as an attractive employer to the outside world,” she emphasises. In all of this, however, the focus is also on delivering on the promise of a modern employer as early as the recruiting stage.



“onlyfy 360° brings **strong employer branding** and **recruiting solutions** together in a single licence. Recruiters are supported by **smart automation** in searching for and finding suitable candidates.”

**Fatriyani Fauzan-Magerl**  
Head of Recruiting & Employer Branding, Ottobock

## Top successes of Ottobock

# 3x

more applications  
per  
Job Ads

# 25.5 %

response rate in  
active sourcing

# Fast

filling critical niche  
positions in finance  
through active sourcing