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HR Manager Global Recruitment  
Tetra Pak

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Vice President and  
HR Centre of Expertise  
Tetra Pak

### **Taleo Supports Tetra Pak with Global Recruitment Solution to Match Dynamic Employment Brand**

As the world’s leading food processing and packaging solutions company, Tetra Pak is committed to making food safe and available wherever it’s needed. The company’s commitment extends far beyond protecting the contents inside a package. It also includes supporting customer business, reducing environmental impact, and shaping a better future for stakeholders—from employees to suppliers and the communities in which they operate.

Headquartered in Lausanne, Switzerland, Tetra Pak employs more than 20,000 people in more than 150 countries. They are one of three independent industry groups that belong to the Tetra Laval Group, a private industrial group.

Tetra Pak’s first product, introduced in 1950, was a paper carton used for storing and transporting milk. Today, Tetra Pak’s innovation in the area of aseptic processing liquid food packaging, combined with ultra-high-temp processing (UHT), allows liquid food to be packaged and stored at room temperature for up to a year. This allows perishable goods to be saved and distributed over greater distances without the need for temperature control.

#### **Creating an Employment Brand to Match a Dynamic Spirit**

While Tetra Pak was one of the first companies to develop products that significantly impacted the quality and lifespan of packaged foods, competition in this area has been steadily increasing. Because Tetra Pak is one of the leaders within their industry with pioneering advances in food processing technologies, they wanted innovation and execution to also drive their Human Resources processes and employment brand.

#### **Gaining a Competitive Edge in Talent**

To continue attracting top talent, Tetra Pak modernized recruiting processes with Taleo to gain the competitive edge in hiring. “A key component of our HR transformation was providing potential job candidates with a streamlined application process. Taleo’s solution has accomplished that goal. Now both the job candidate and our internal staff work on a system that reflects Tetra Pak’s dynamic spirit,” says Claudia Rais, HR Manager Global Recruitment at Tetra Pak.

#### **Reducing Costs with Automated Sourcing**

Prior to Taleo, Tetra Pak’s recruiting was decentralized—a reality that contributed to high agency and advertising costs. “Before Taleo, we spent a disproportionate amount of our staffing budget on search firm and

### Benefits and Keys to Success

- Ease of global configuration.
- Significant reduction in costs.
- Complete transparency with a common process.
- Understanding throughout the whole company.
- Single candidate pool shared by all subsidiaries.
- Expert support from Taleo Services consultants.
- Network of HR stakeholders around the world.
- Improved recognition for staffing department success.

### Worldwide Multilingual Capabilities

- English
- Chinese
- Danish
- Dutch
- French
- German
- Italian
- Japanese
- Portuguese
- Spanish
- Swedish

advertising fees. Now, electronic sourcing is automatic—we rely on candidates coming to us through our corporate website and from a variety of job boards. We could not have centralized our candidate pool and cut costs without Taleo,” says Roberto Bettini, Vice President HR at Tetra Pak and Head of Centre of Expertise.

Tetra Pak still employs search firms to help find very specialized and technical positions and advertising agencies to reach populations that are more likely to respond to print ads. But these costs are significantly less than what Tetra Pak spent on these services prior to implementing Taleo.

### Increasing the Talent Pool Across Borders

The benefits of Taleo are especially profound in Tetra Pak’s European talent markets. With Europe merging into a single, unified marketplace, talent is more mobile across national boundaries. This transition, coinciding with the increased use of the Internet as a tool for researching and applying for jobs, has greatly increased Tetra Pak’s talent pool.

### Finding a Truly Global Recruiting Solution

Tetra Pak set out to find an eRecruiting solution that would fit the company’s global vision and consistently support its worldwide operations. Tetra Pak found what they were looking for in Taleo Enterprise Edition™. With top-level HR support, the Taleo implementation moved forward rapidly. Today the system successfully supports around 200 recruiters in their efforts to manage approximately 2,700 online job applications every month. Tetra Pak recruiters use Taleo to support up to 2,000 hires annually.

### Supporting a Culture of Engagement

Tetra Pak has built a reputation for hiring committed people who engage in their work and the world around them. The ability to attract and hire people with this kind of commitment is maximized with Taleo’s proven talent management system.

Using better tools contributes to higher employee satisfaction. Tetra Pak’s low turnover rate is in part a testament to this fact. Tetra Pak plans to enhance processes and extend benefits even further by regularly collecting functional needs from the team.

“We are looking forward to working more closely with Taleo to optimise the solution, meet the specific needs of the different countries, for even more robust reporting and analytics,” says Rais.



### CONTACT

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### ABOUT TALEO

Leading organizations worldwide use Taleo on demand talent management solutions to assess, acquire, develop, and align their workforce for improved business performance.

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