

# XING E-Recruiting 360°

Always find the right candidates.



[recruiting.xing.com/en](https://recruiting.xing.com/en)

**XING**   
E-Recruiting

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# New work requires new recruiting.

Dear Sir or Madam,

The working world is currently experiencing the greatest transformation since the Industrial Revolution. Three main factors influence this transformation: firstly, the shortage of skilled labour keeps employers on tenterhooks, and is additionally exacerbated by the second factor, demographic change. Thirdly, digitalisation plays a decisive role. It presents recruiters with major challenges. Nevertheless, it also offers great opportunities.

With the new working world, candidates have also changed. Increased expectations and the desire for purpose in their job have led to an unprecedented need for information as well as new, increasingly digital ways to find such information. As a result, it's becoming increasingly difficult to attract the attention of suitable candidates, let alone recruit them.

The changes have only just begun as we simply can't tell how exactly the working world will develop over the next few years. The one certain thing is that companies will miss out on great candidates if they fail to start using modern recruiting approaches.

XING E-Recruiting is the right partner at your side for these challenging times. We provide you with a holistic solution: XING E-Recruiting 360°. And, as the leading online business network in German-speaking countries, XING offers you access to up to 14 million potential candidates.

Now the onus is on you to boost your recruitment processes with XING E-Recruiting, which will help you save valuable time when filling vacancies so you always stay one step ahead of the competition.

I wish you every success!

Alastair Bruce  
Chief Sales Officer, XING SE

# Be ready for the future thanks to highly effective disciplines.

If you want to continue hiring great employees in the future, you need to pace pace with the latest HR trends and make use of various recruitment channels. We always recommend a variety of recruitment disciplines, selecting them according to the vacancy and target group, and combining disciplines as and where necessary.

XING E-Recruiting has set itself the task of finding the right solution to help you master every recruitment challenge. Our five E-Recruiting products bundle the most effective disciplines currently available so you can create the right recruiting mix for your needs.



## Five disciplines for your success:



**Active recruiting:** Take a proactive approach rather than simply waiting for applications, and search for candidate you can then approach directly.



**Candidate relationship management:** Create talent pools with potential candidates and foster relationships through targeted interactions.



**Job ads:** Place your job ad exactly where you'll reach your target group – even if they're passive jobseekers.



**Employee referrals:** Use personal and genuine employee referrals – because they know best who's a good match for your company.



**Employer branding:** Build up and hone your employer brand to attract great talent and stand out from the crowd.

# XING E-Recruiting 360° – efficiency united.

The XING E-Recruiting products make up the perfect team. They can be used on their own, but the whole is greater than the sum of its parts and will help you find the right candidates even faster. With XING E-Recruiting 360°, you can use all the products and relevant recruitment disciplines in a single licence package and obtain additional benefits.

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## How you benefit

- ✓ Enjoy a modern recruitment approach.
  - ✓ Customise your recruiting mix.
  - ✓ Reduce your time to hire by harnessing valuable synergy effects.
  - ✓ Manage costs effectively thanks to set contract terms.
  - ✓ Receive personal service and exclusive support.
- 

## Review your performance

Recruiter Insights is a hub providing you with up-to-date statistics for your recruiting tools and time to hire. It has an appealing design and layout, making it easy for you to review your performance. You can also create reports at any time.

# The unique interplay of the products enables you to increase the efficiency of your recruitment measures.

## XING TalentManager

Find exactly the right talent for your requirements, and get in touch directly with an unlimited number of licences for your recruiting team.

## XING network

As the leading online career network in German-speaking countries, XING gives you access to more than 14 million potential candidates.

## Employer Branding Profile

Showcase your company as a great employer on XING and kununu and stand out from the crowd.

## XING TalentpoolManager

Manage all your talent in a talent pool for easy access to all potential candidates at just the right moment.

## Recruiter Insights

Monitor the performance of your recruiting tools and time to hire.

## XING ReferralManager

Turn your employees into ambassadors and benefit from their referrals.

## XING Jobs

Use the power of the XING network to reach suitable candidates, and keep track of your job ads with the XING JobManager where you can post an unlimited number of vacancies.

## Added benefits

Benefit from the 360° onboarding programme, personal consultations and exclusive events.



**1** Add interesting candidates from XING TalentManager searches to a talent pool.

**3** Followers and XING users who set your company as an ideal employer are added to talent pools in the XING TalentpoolManager.

**5** Your job ads on XING are displayed in your employer Branding Profile.

**7** Visitors to your job ads on XING are saved in a separate talent pool.

**2** Add saved searches in the XING TalentManager to SmartPools in the XING TalentpoolManager (as part of the XING E-Recruiting 360° suite).

**4** See who visited your job ads on XING and get in touch via the XING TalentManager.

**6** Employee referrals are automatically added to the corresponding talent pool.

**8** The XING TalentManager shows you whether employees are already connected with potential candidates. Employees can then be asked to provide a referral.

# More than just service: enjoy exclusive additional benefits.

We don't just help you implement our E-Recruiting tools, we also lend a hand when it comes to optimising your recruiting process.

As a competent partner at your side, we offer some of these services if you use individual products (marked with an asterisk \*); however, the full range is reserved for XING E-Recruiting 360° users.



## XING E-Recruiting 360° Consultation

The Customer Success team helps you implement your products so you can get up and running quickly.



## Onboarding sessions

Get off to the best-possible start with your XING E-Recruiting tools by taking advantage of our individual onboarding sessions.



## Customer Success agents

You're assigned a personal contact from our Customer Success team who is always on hand to help you use your products.



## Webinars\*

A product expert from the Customer Success team provides usage advice and answers your individual questions.



## XING E-Recruiting community\*

In the Community, you'll find e-learning material, videos and FAQs, and can interact with other users.



## Exclusive 360° events

Draw new inspiration and discuss current HR trends with XING experts and other recruitment professionals.



## Award for innovative recruiting

You're a recruitment pioneer, which is why we give you the "Award for innovative recruiting".



## Support hotline\*

If you need help in a hurry, our support team is happy to help if you have any (technical) questions.

Phone: +49 40 419 131 361

# Satisfied customers speak for themselves. And for us.

## XING TalentManager

“Active sourcing is very important for us, particularly as it enables us to find suitable candidates faster than by using conventional channels. It also means that Metro Cash & Carry spends less on external recruitment agencies. The XING TalentManager is an important tool for us when it comes to actively identifying potential employees.”

Dimitri Knysch  
Management Recruitment Officer, Metro Cash & Carry Deutschland GmbH

## XING TalentpoolManager:

“The XING TalentpoolManager enables innovative candidate relations, transparency and – most importantly – simplified workflows.”

Benjamin Böhmer  
Senior HR Business Partner, Mister Spex GmbH

## XING Jobs

“XING job ads create transparency: The integrated kununu reviews give every prospective candidate a look behind the scenes. And the XING JobManager shows us which potential candidate is interested in a given vacancy and how effective the XING job ad is.”

Katrin Sünderhauf  
International Roll-out Manager for Global Recruiting, Deutsche Bahn AG

## XING ReferralManager

“A company with 1,700 employees should ideally consist of 1,700 recruiters. That’s why we should continue to professionalise this path. The XING ReferralManager fills in the gaps with its matching system.”

Michael Donat  
Senior Director of Human Resources, Sopra Steria SE

## Employer Branding Profile

“Our profile on XING and kununu shows us the importance of giving potential applicants a real glimpse behind the scenes at Schenker Deutschland AG, and of course in receiving honest feedback across the applicant groups and over the long term.”

Axel Kühn  
Head of Personnel/Management Development, Schenker Deutschland AG

## XING in Switzerland

“Each year, we advertise numerous jobs in our search for employees who want to shape the future with us each day in this dynamic and creative environment. We also post our innovative and interactive job ads on XING, which helps us address precisely the right candidates.”

David Luyet  
Head of Talent Acquisition & Recruiting, Swisscom AG

## XING in Austria

“XING is a must if you're looking for qualified and specialised workers, particularly in Germany and Austria.”

Birgit Payer  
HR Business Partner for Sales and Marketing,  
Erste Bank der österreichischen Sparkassen AG

# Over 14 million potential candidates on the leading online business network.

XING is the leading online business network in German-speaking countries. It's not just the reach that's unique – the broad range of industries, levels of education,

career levels and age groups also provide a wealth of interested candidates.

## Industry distribution

XING members come from a wide range of different industries<sup>1</sup>.



- 29%** IT, finance, trade
- 19%** industry
- 15%** service
- 13%** media
- 7%** transport, pharmaceuticals, construction
- 17%** other

E. g. public service, associations, institutions, education, science and health

## Career level

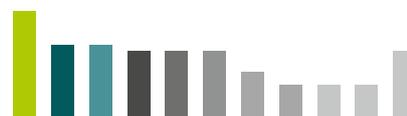
Highly qualified: mainly managers and specialists<sup>1</sup>.



- 40%** specialists
- 26%** directors/division managers
- 17%** managers
- 11%** managing directors
- 5%** entry level
- 1%** students, interns

## Fields of disciplines

XING members work in a wide range of different professions<sup>1</sup>.



- 16%** sales, trade, customer service
- 11%** engineering, technical professions
- 11%** management, corporate development
- 10%** marketing, PR, journalism
- 10%** consulting
- 10%** IT, software development
- 7%** finance, controlling, planning
- 5%** administration, processing, maintenance
- 5%** research, teaching, development
- 5%** personnel, HR
- 10%** other

e. g. health, medicine, social professions, graphics, architecture, law

## Age distribution

Around 50% of XING users are between 26 and 40<sup>1</sup>.



- 10%** under 26
- 13%** 26 – 30
- 32%** 31 – 40
- 26%** 41 – 50
- 19%** over 50

## Education level

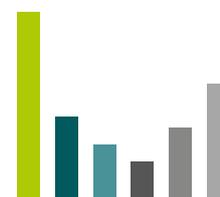
Over 58 have at least a university entrance qualification



- 36%** university degree
- 24%** vocational education school
- 22%** university entrance qualification
- 17%** general school qualification
- 1%** no school qualification

## Company size (number of employees)

From small businesses to large corporations – XING has everything<sup>1</sup>.



- 34%** 1 – 50
- 15%** 51 – 200
- 10%** 201 – 500
- 7%** 501 – 1,000
- 13%** 1,001 – 5,000
- 21%** 5,001 and more

<sup>1</sup> XING, internal survey. <sup>2</sup> AGOF.

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