

Peopleclick® Case Study: GlaxoSmithKline: Recruiting Excellence and Innovation Driven

GlaxoSmithKline at a Glance

COMPANY: GlaxoSmithKline

INDUSTRY: Research-based pharmaceutical and healthcare company

HEADQUARTERS: London, UK

EMPLOYEES: 100,000 worldwide

GOAL: To take advantage of being named Company of the Year in GSK's recruiting efforts to extend the reach of their brand promise while at the same time developing a revenue stream for the company.

THE SOLUTION: Peopleclick RMS™

As one of the world's leading research-based pharmaceutical and healthcare companies, GlaxoSmithKline (GSK) is committed to improving the quality of human life. The team at GSK has brought this mission into every facet of its operation, including human resources. It is because of this that GSK has an impressive track record in leveraging technology and their world-class brand to help them recruit and retain the best talent.

The human resources team at GSK is also well-known in the industry for its creative approaches to recruiting. The company has long supported the automation of its processes for its entire talent acquisition cycle including recruitment management, vendor management and equal employment for its salaried, hourly and contingent labor forces.

The Challenge

GSK approached Peopleclick with a strategic program designed to leverage their corporate brand in the recruiting process. The team wanted to reinforce their internal and external efforts to position the company as an employer of choice. In addition, the team wanted to ensure a positive candidate experience within the campaign.

In addition, GSK wanted to create a strategic pool of talent that they could use in their recruiting efforts that was not necessarily tied to a specific job requisition. Finally, the team wanted to initiate a creative, proactive sourcing event that not only leveraged its brand, but was actually a means of driving revenue.

In support of these goals, GSK developed a program to take advantage of being named 2006 Company of the Year by MedAd News in its recruiting efforts to extend the reach of their brand promise to future employees of the company.

The Solution

GSK created and launched a national advertising campaign touting the honor of being selected as Company of the Year. The campaign directed prospective candidates to a website, created by GSK and Peopleclick, that encouraged the best and brightest to find out why they should join the GSK team.

By having the candidates provide some basic information about themselves and their interests, GSK gained a new, highly-valuable talent source. As a long-time client of Peopleclick, GSK knew the Peopleclick system would allow them to create the required “mini portals” to help drive candidates to the GSK site as well as capture the data about the interested candidates. Because this data was not tied to specific requisitions, the GSK team was able to add to the strategic talent pool they were already building.

In true entrepreneurial fashion, GSK thanked the respondents and offered special incentives in the form of coupons for GSK products such as Aquafresh®, Tums® and Nicorette®.

The Results

As a result of their campaign and truly unique use of the mini portals, GSK was not only able to capture this strategic pool of potential candidates but also created a stream of revenue for the company.

By tracking the coupons that were provided to the candidates, the company estimated that the program created an additional return on investment. This approach helped to put the recruitment function into a position of generating additional revenue for GSK.

“We’re winning the talent war proactively with creative events that leverage the brand,” said Lou Manzi, vice president, global talent solutions with GlaxoSmithKline. “Peopleclick is a valuable partner in this success for three reasons: they have some of the best technology out there; they focus completely on talent acquisition; and they have the flexibility in their approach to enable forward-looking strategies. As a Peopleclick client for nearly a decade, the ‘Company of the Year’ campaign is another example of our ideas realized through their technology and why our original choice of software vendor continues to be the right one.”

This combination of big thinking and attention to detail is just one example of GSK’s ongoing efforts to build the world’s best global talent resource in ways that complement and reinforce its carefully-crafted brand identity. It’s also an illustration of how GSK was able to successfully leverage all of its assets to deliver effective solutions that match strategic corporate goals.

For more information on Peopleclick and its market-leading talent acquisition technology, visit www.peopleclick.com.

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- Lou Manzi

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