

CASE STUDY – IP DEVEL

NNC

IP DEVEL: EVALUATING THE EMPLOYER BRAND ON THE B2B MARKET SEGMENT



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THE CLIENT

IP Devel is a company specialized in delivering IT outsourcing solutions in the integrated systems field. In the summer of 2006, IP Devel was acquired by Adecco. The IT division of the Adecco group is now worldwide leader in temporary personnel placing.

THE CHALLENGE

NNC faced two main challenges: the promotion campaign for the favourite employer name on the specialized market and the problem of the work force fluctuation, specific for the IT field.

In a field where the workforce is very tight, human resources are monopolised by the big players on the market, such as Siemens, Oracle or IBM. Thus, the small and medium companies have big difficulties in attracting the necessary workforce.

After the acquisition, Adecco had to decide whether its own brand was powerful enough to attract the necessary workforce in the IT field or if they should keep the company's initial name, IP Devel. Also, another challenge was to find the best solution for making the transaction from the IP Devel potential employee's point of view, a medium-sized innovative company, to Adecco IT, a leader in its domain.

In this context, NNC had to find the best way to identify which name has a stronger impact on the potential employees. Another major challenge related to finding the best name after the acquisition had to do with the way of performing a market analysis: procuring a database and achieving significant statistical results.

THE SOLUTION

We have suggested the Adecco management to unfold a promotion campaign for the preferred employer name on the specific market.

In this project, the first step was to perform a complex analysis to **determine the value of the employer brand** of IP Devel and of Adecco for potential IT employees.

This way it could be established which of the two names better identified with the potential employees' expectations. For this reason, we have purchased a database with IT personnel from one of the online recruitment websites and we made an aleatory selection of 500 IT specialists on different levels of expertise. We have applied this database in a 5-question questionnaire to see the notoriety of each name on the Romanian market: IP Devel and Adecco. This survey has shown that IP Devel has the most powerful employer name, not only compared to Adecco, but to other companies from the same segment. This is why the chosen name was **IP Devel, part of Adecco**.

Within the same project another challenge was to analyze the work force fluctuation. At this stage, we created an evaluation of the employees' internal motivation and satisfaction, using an online questionnaire applied on three hierarchical levels. The evaluating procedure determined that employees are motivated differently according to the position they hold in the company.

The online questionnaire conceived by NNC for this evaluation is even now used by Adecco in its branches all over Europe.

This stage was followed by a **communication strategy** in the market on behalf of the employer. Using the communication channels IP Devel potential employees were exposed to, we promoted the company's differentiating values, which set it above other competitive working environments. NNC organized a press conference and a launching event when IP Devel was taken over by Adecco. In order to make this process more effective, we elaborated a **brand transfer manual**, which became a standard manual in company-takeover cases.

IMPLEMENTATION

The aimed objectives of this project were achieved successfully due to the communication and promotion activities undertaken by NNC and due to the branding audit that determined the notoriety perception as employer. Within a week, a market study was conducted to determine the best employer name and to identify the new brand.

TESTIMONIAL

"NNC has supported the branding evaluation and planning process for potential employees. The process we have gone through together has helped us identify several delicate points of our company's positioning as favourite IT employer and the growing directions in this respect.

I was pleasantly surprised by the promptness with which the newAD team responded to our requests and by the manner it managed to work with our team giving us the necessary background and solutions much faster than we would have expected.

We plan to continue our collaboration with NNC in order to reach our favourite IT employer objective on the local market, as well as in other projects."

Bogdan Putinică, C.E.O. IP Devel