



ENTERPRISE RENT A CAR CASE STUDY

Enterprise Rent a Car is using Internet recruitment to power its expansion in Europe – notably the UK, Ireland and Germany.

‘Our challenge – as recruiters – is the high number of recruits we are looking for,’ says European HR director Donna Miller. ‘For example in the UK alone we are looking for 1,000 people, up from 650 two years ago.’

The job is made more difficult by the fact that the firm only recruits graduates and only to entry level, trainee management jobs: more senior posts are all filled internally.

However, Miller and her colleagues are using their corporate careers site in close collaboration with what is called The Network – a worldwide federation of job boards that acts as a one stop shop for global recruiters.

Miller says: ‘We use three boards in The Network – IrishJobs, totaljobs.com in the UK and StepStone in Germany. And this year, for the first time, we have brought all three contracts together. This is a lot easier than managing separate negotiations with three different boards.’

There are also economies of scale to be had by using one organisation rather than three, and next year, Enterprise is looking to see if it can tie the US market into the deal.

Applicants can apply for a job either via a job board or directly through the corporate site – enterprisealive.com. Some boards – such as Totaljobs.com – enable candidates to click straight from a job listing through to enterprisealive.com. ‘Candidates like the ease and simplicity of this,’ Miller says.

However, having applied online, that’s pretty much where the e-recruitment process ends. If Enterprise Rent a Car wants to take an application further, the next stage is a telephone interview. ‘There are some psychometric pieces involved in the initial online application but these do not filter people in or out of the process, they simply help us frame our questions for interview,’ Miller says.

A successful telephone interview leads to a face to face interview. ‘Our business is about the personal touch so we are unlikely to push any more of the process online. It’s about how we work as a company,’ Miller says.

Nonetheless, she does have plans to develop enterprisealive.com. Miller says: ‘We’re looking to add a few more fun bits – perhaps some questions to test how enterprising graduates are. But again, this would not be something that filters applicants in or out.’