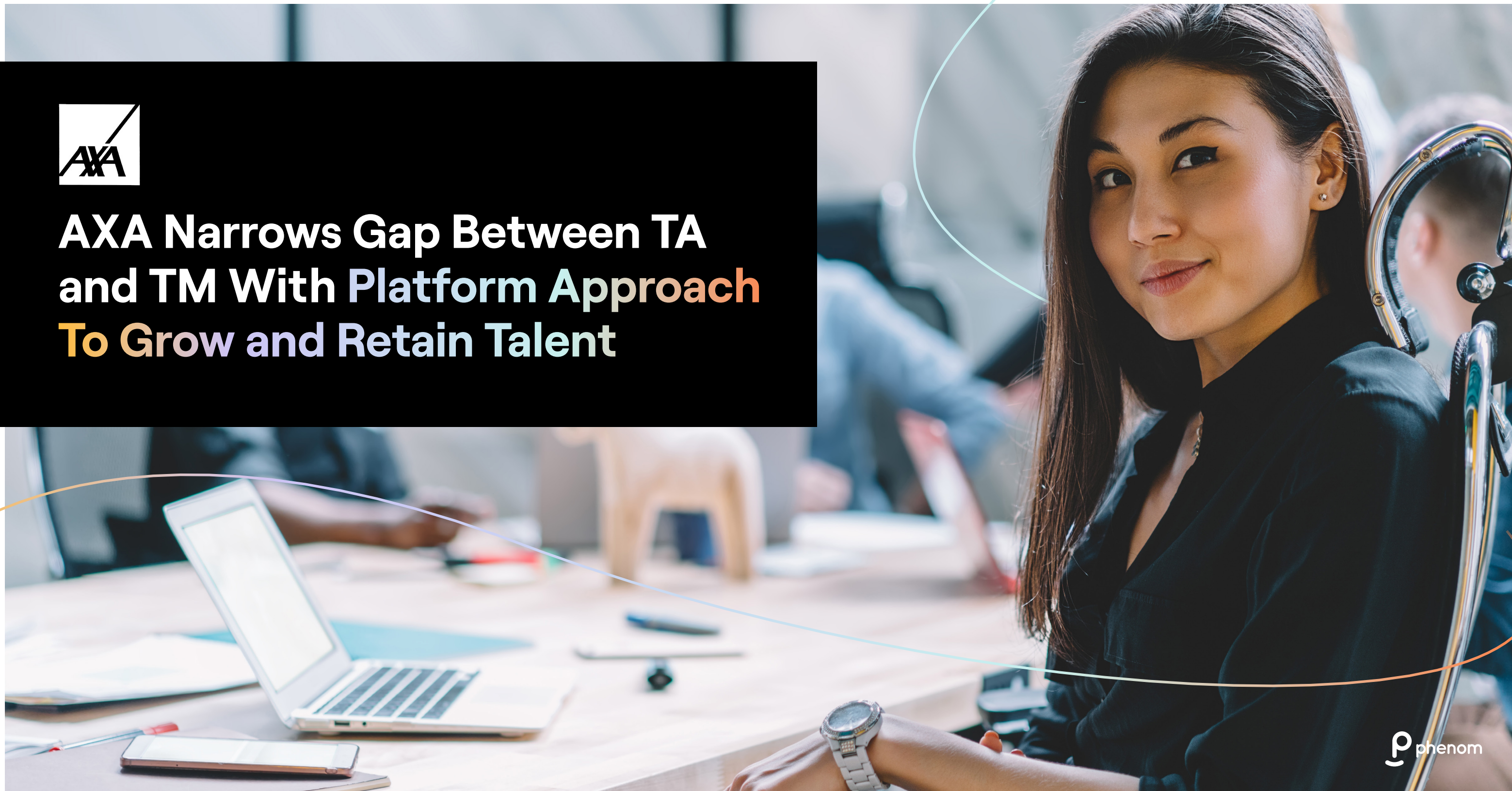




# AXA Narrows Gap Between TA and TM With Platform Approach To Grow and Retain Talent







# The Challenge

Global insurer and financial service provider **AXA** prioritizes innovation and forward human progress. And they give more than lip service when it comes to making positive change for their people by offering stimulating career opportunities within and across different functions and countries.

A few years ago, however, their talent acquisition (TA) team identified the need to streamline processes and provide an unrivaled talent experience. Easier said than done.

The company embodies characteristics inherent to a global organization with a presence in 50 countries: AXA is multi-language, multi-business, and has a decentralized structure. They also must adhere to industry-specific compliance and security standards.

They looked for a solution provider that could serve as a true collaborative partner in creating a talent experience that matched company goals and values, while staying aligned with the nature of AXA's decentralized business model. Critical to the decision? Being able to fill a large percentage of their vacancies with internal employees.



# The Solution

Recognizing a market leader that could navigate the company's unique complexities, AXA chose Phenom and its Intelligent Talent Experience platform to realize their goals.

AXA implemented Phenom's **Employee**, **Candidate**, and **Recruiter Experiences**, focusing their first efforts on:

- **Phenom Talent Marketplace** for internal mobility
- **Phenom Career Site** for a better candidate experience
- **Phenom CRM**—empowered activities for optimized recruiter efficiency







# The Results

According to Fanny Deconinck, AXA's Global Head of Talent Attraction and Employer Branding, their collaboration with Phenom is empowering the AXA teams to modernize the experience today — and scale to meet tomorrow's talent acquisition and management goals.

AXA chose to roll out their new internal talent marketplace in waves, starting with 30,000 employees (about 30% of the workforce) to gain key learnings. Deconinck attributes strong adoption rates partly to the cross-functional approach they took to implementation. The project team engaged stakeholders not only from HR and recruitment, but also from communication, brand, and security teams. "Anyone who would have something to say at any point," she said.

"We've gotten great feedback," revealed Deconinck. "Employees feel like we're truly investing in them — which we are."

By improving the experience and reducing the time to apply in half for both external and internal candidates, *AXA has seen 13X more apply clicks and received 11X more external and internal applications.*

Deconinck cited additional noticeable areas of improvement since launching Phenom, including:

- **Increased career site and talent marketplace traffic**
- **More CRM leads from internal and external talent**
- **A modernized experience that candidates and employees love**
- **Robust analytics**

Commenting on [Phenom Talent Analytics](#), Deconinck called out the invaluable benefit of being able to track candidate interactions and site visitor behaviors to measure the success of recruiting efforts. "With our legacy system, it was like a black box — we couldn't track anything," she said.

Also key so far? The Phenom platform has allowed the TA team to grow its recruitment marketing efforts, content creation, and social media outreach. "It's amazing what we've been able to do," Deconinck said. "Our previous career site had 30 visits per month. After one campaign, we've had 137 visits in five days. It's like night and day."

# What AXA Is Achieving With Phenom

“Not only have we modernized our tech stack for recruitment — Phenom has given us the opportunity to conduct cultural transformation and improve the way we manage internal sourcing, mobility, and talent management processes.”

**Fanny Deconinck**  
Global Head of TA and Employer Branding

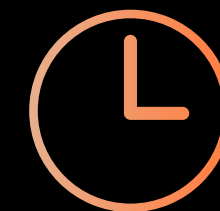


# 13x

more apply clicks

# 11x

more internal and  
external applications



cut time to apply  
in half

## BEFORE

530 apply clicks

1,800 external applications

400 internal applications

8 min apply for externals

6 min apply for internals

## AFTER

**7,000** apply clicks

**19,600** external applications

**4,350** internal applications

**4 min** apply for externals

**3 min** apply for internals





“We’ve put in place a solid framework with basic functionalities, and now have the opportunity to add on. The platform gives us the opportunity to give more services to our employees, like career pathing, gigs, mentoring, and more.”

**Fanny Deconinck**

Global Head of TA and Employer Branding  
AXA

# The Future

What’s ahead for AXA’s talent teams? In addition to strengthening application conversion with analytics data, AXA plans to next leverage Phenom to achieve the following three goals:

**1. Level up career pathing**

AXA plans to design an even more robust employee experience to help their workforce grow and develop. Building on their talent marketplace, they’ll explore **Phenom Career Pathing, Gigs**, and **Mentoring** so employees can better plan and actualize their professional future, while talent teams have more visibility to empower them.

**2. Design compelling job description pages**

Moving forward, AXA is excited to leverage their **Phenom CMS** to add employee testimonials, more user-generated content, and video to bring their job descriptions to life.

**3. Elevate inclusive recruiting**

Leveraging analytics and **Phenom AI Insights**, AXA hopes to promote more inclusive candidate sourcing and selection to support diversity hiring goals.





AXA is a global insurance company that also provides investment management and other financial services. Protection has always been at the core of the company’s business and values. AXA has always been attentive to its social environment and embraced its responsibility as an insurer: responsibility for taking action upstream in order to better understand risks, with one goal in mind – to ensure better protection.

<b>Industry</b>	Insurance
<b>Career site</b>	<a href="https://careers.axa.com">careers.axa.com</a>
<b>Headquarters</b>	Paris, France
<b>Employees</b>	140,000+
<b>ATS</b>	Taleo





# See the Phenom Intelligent Talent Experience platform in action

Book a demo

## Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

## Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

## HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

## Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

## Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

## HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.



# Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

