

Opportunity Marketplace

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L'oreal unlocks hidden talent to make the world prettier.

Their vision came down to fulfilling 75% of the open positions internally. It could be done by delivering visibility into career paths and keeping talent flowing through the ranks.



L'ORÉAL



Globally distributed



Engaged 38 global HR leaders



Sought multiple perspectives to shape the program



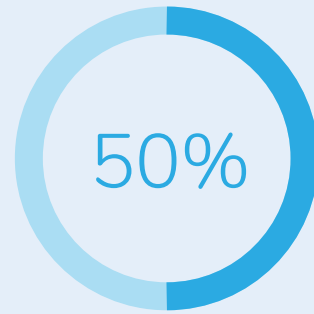
Be globally consistent and locally relevant



The Challenge

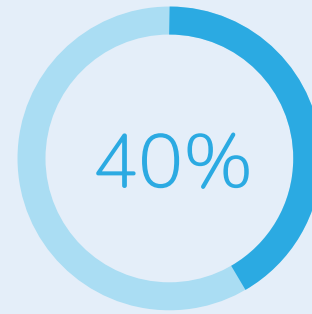
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1



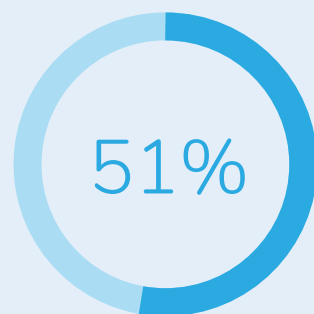
employees wanted
more visibility into
opportunities

2



positions were
externally filled

3



of new hires wanted
internal transfer
after 3 years

4



Employees sought
clarity on
promotion policy



Key components of solution

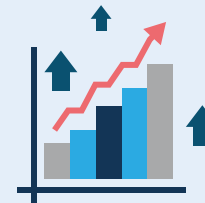
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1



Partner with Avature to build an internal talent mobility platform to improve employee experience

2



Improve retention and engagement scores

3



Lower hiring costs and time

4



Unearth hidden gems within employee base

5



Identify employees with high flight risk



The 3-step approach

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Apply for new
openings



Share posting
with colleagues



Create
personalized
notifications



Key outcomes



81%

jobs posted internally



75%

positions filled by L'oreal
employees



40%

increase in roles filled by
internal candidates



37%

internal applicants identified
as active job seekers



The way forward

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1

The success of the platform is paving the way for version 2.0

2

Allow employees to go global

3

Outline a pathway to their career aspirations

4

Work on variety of initiatives and hone skills

5

Allow old employees to come back



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