

Digitalizing Human Resource services

Job seekers nowadays search through professional platforms and review employer's offerings online, instead of seeing the employment agency in the shopping street. Besides this, digital solutions are able to screen and select applicants in a more efficient and accurate way than before.

Developments like these are disrupting the HR services industry in an unprecedented way and the traditional HR companies need to transform their business models to keep pace with a rapidly digitalizing world.

On the other hand, for Randstad as a company whose business is to unlock the potential of people, what matters most is the human aspect and offering clients and candidates a trusted human partner.

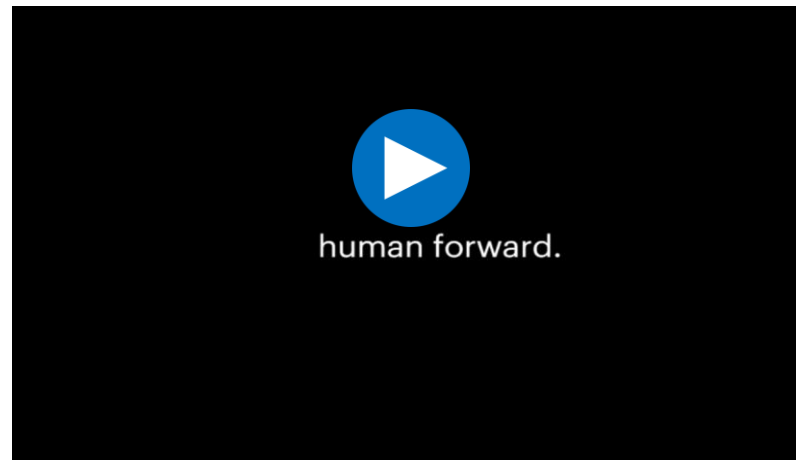
Against this background, at the heart of Randstad's digital transformation is its *Tech & Touch* strategy – which leverages technology to the best of the company's and its employees' advantage, while strengthening the personal and human connection.

Randstad is investing in new technologies which enable new ways of sourcing and identifying talent and ultimately connecting that talent with employers. By adopting new technologies, Randstad's HR consultants can now shift their attention to bringing in their human touch into the interaction and relationship with clients and job seekers.

Randstad established a *Digital Factory* to foster digital innovation from within and speed up the transformation of how the company works on a daily basis. Additionally, the *Randstad Innovation Fund* and the acquisition of HR related innovation are crucial in bringing in external expertise and innovative ideas.

Randstad is already reaping the fruits of digital transformation in terms of:

- improved ways of connecting with and delivering a seamless digital experience for clients and candidates;
- better talent search and match results.



Tech & Touch strategy

(click image to watch video)