



# THE POWER OF Digital

## **DIGITAL FIRST, HUMAN CENTERED**

House of HR is in a business that is all about people. For us, that also means being a digital frontrunner. Why? Because the power of digital enriches us humans.

It creates super convenience, it allows us to automate simple tasks so that professionals can put their time and focus into what really matters. Processes speed up, tasks can be done much faster and more efficiently.

What's more, predicting becomes easier. Digitalization gives us more insights into data and data streams than we could have ever dreamt off. As a result, new knowledge is gathered, optimizations are realized. This, in turn, can lead to an increase in personalized service, a faster route to market, an enhanced customer experience.

So, yes, being a digital frontrunner is for us the #1 priority putting us humans 100% at the center.

# #1

humans at the center

# OUR DIGITAL SOLUTIONS

We have a range of digital innovations that put our candidates and customers at the heart of our offer.

## Book'u

Book'u is a multi-functional online tool allowing users to spend less time managing their businesses, and more time growing them!

With an intuitive platform, employers and employees can communicate with each other fast and easy. Book'u is a Boutique part of House of HR.



With CV Creator, candidates can create a professional CV, share it in PDF format or via web link and add certain tests to it. CV Creator can be used as a standalone tool, and can also be integrated into other tools.

## GIGHOUSE

WHERE EXPERTS FEEL AT HOME

GIGHOUSE is a digital platform for matching freelancers with available projects at clients. Matches are done manually by the GIGHOUSE team with digital support, based on elements such as price, location and required skills. All formalities, for example submitting and paying invoices, are handled through the platform.





## CONNECT

An online platform developed and launched by Continuu Professionals in The Netherlands, Connect gives customers access to a live online platform where they can see which consultants are available in their region, their expertise and experience, and the commuting distance. Customers can contact the relevant advisor to get in touch with a specific candidate. They can also receive an alert or have priority to speak to a candidate.

## videomy job

VideoMyJob is an easy to use mobile app that helps recruiters and customers turn their job offers into a professional video message. Data shows that job offers which contain a video are opened more often and receive remarkably more applications. VideoMyJob makes it easy to create short videos bringing the job to life, which are added to the job offers online.

The tool is successfully being used by many Happy Rebels at Accent, Continuu Professionals, Redmore, TIMEPARTNER and others in the Group.



## MY TALENTS

A platform developed for personality testing of candidates, My Talents is integrated into other tools such as SWOP and the My Accent app. It consists out of a personality test and a company culture test developed together with the University of Ghent. The tests help candidates find out more about their own professional profile and personal preferences, so they can find the right employer and company environment.

## FYGI

FYGI brings together freelance HR recruiters with companies that have a recruitment request. It looks for the right match in connecting freelance HR specialists to customers. It also provides knowledge and resources to freelance HR specialists and recruiters. The freelancer helps the customer and offers a tailored solution. Part of PowerHouse Covebo, FYGI is active in The Netherlands.

# SWOP – SWIPING YOUR WAY TO YOUR NEXT GREAT JOB!

## SUPPORTING CANDIDATES

Back in 2016, we launched SWOP as the first mobile app where candidates could easily and intuitively apply for a job by swiping on the vacancies. Since 2020, the app collects all online vacancies available in Belgium. This makes it one of the largest job apps in the country. As a candidate you can search for a job and apply, with the guarantee that you will be contacted by a SWOP employee within 48 hours to follow up on your application. This tackles a major frustration of many candidates that they receive little or no feedback on their application. The app also enables candidates to get to know themselves better through free tests: the 'Who am I' (personality) test and the 'What do I want' (company culture) test. At the same time, candidates can create their resume in the app and send potential employers test results immediately.

## SWOP

A mobile job board app, SWOP is open to all vacancies from the Group as well as from other companies. Candidates can quickly and easily register, create a CV, scroll through vacancies and apply directly, or not – simply by swiping left or right. The platform analyzes candidate behavior and job preferences and proactively proposes vacancies that match. Active in Belgium, SWOP will launch in The Netherlands in 2022.

Find out more: <https://swop.com>

These guaranteed free features set SWOP Recruiter apart from other apps. In addition, SMEs can request additional support from the SWOP team at attractive rates. This includes having candidates 'pre-screened' by the SWOP Team. Professional recruitment services can be used flexibly and cost-effectively, without having to employ employees or invest in expensive applicant tracking systems.

## FUTURE PLANS

We plan to roll out SWOP beyond Belgium – first in The Netherlands, then in Germany.

We also plan to further evolve SWOP from a mobile job board to an online career coach platform where, in addition to looking for a job, candidates can also perform assessments, create and manage a CV, and gain insight into their skills. SWOP wants to help candidates to define what they want to do, in addition to what they already do and gain insight into the next steps in their future career path. The role of the SWOP consultant in supporting the candidates will gain importance in this evolution of the app.

In addition, we're developing a web portal for SWOP which will allow users to access SWOP via the desktop and pick up SWOP job offers through Google for Jobs.

SWOP is another example of our phygital experience in House of HR. There is always a human being involved to address the candidate's and customer's needs.

## SWOP RECRUITER

A free, B2B desktop application, SWOP Recruiter enables recruiters to post new vacancies, follow up on online scraped company vacancies and candidate applications. They contact candidates through the platform to chat, schedule interviews and tests, screen completed tests and CVs. They can also access support such as screening candidates from the SWOP team for a small fee.

Today, SWOP offers more than 30,000 open vacancies in Belgium and since launch, more than 3,900 new contracts have been closed through the app.

In 2021, we added SWOP Recruiter to the SWOP concept as a free desktop application that allows SMEs and others to manage their vacancies published on SWOP. They can add their logo, personalize, write and upload new vacancies. They can also view uploaded resumes and start a chat with candidates.



### **FOR CANDIDATES:**

- CV management and sending a suitable CV when applying
- Design: new look & feel
- Enhance the proposed jobs based on search history, assessments & profile data
- Expand vacancies with freelance jobs, student jobs and flexi jobs



### **FOR RECRUITERS:**

- Link SWOP with a multiposter so that SWOP Recruiter ATS system can also publish job offers on other specialized job boards
- Match screened candidates in SWOP to interesting job offers
- Allow recruiters to find a candidate match through the results of the Company Culture Test



### **NUMBER OF DOWNLOADS**

62,464

# NOWJOBS – WHEN DIGITAL GOES WILD

## NOWJOBS NOW

Very popular with flex workers and students – NOWJOBS is a digital platform for matching candidates to clients with short-term needs (mainly hospitality / retail). Matching, administrative formalities and all payroll activities take place via the platform, with minimal human interaction. NOWJOBS is active in Belgium, The Netherlands and France and soon to be launched in Germany.

Find out more:  
<https://www.nowjobs.be/nl>

### CREATING A MUCH-LOVED BRAND FOR THE WORLD OF FLEXIBLE WORKING

It started as a workshop called 'Kill Accent', and grew into a fully digital matching platform focusing on students & flexi-jobbers: NOWJOBS.

Back in 2017, an international survey pointed out that youngsters were waiting for an application that was DIY, very easy, instant, direct feedback. It was clear, to be ready for the future, meant developing a fully digital platform focused on specific sectors: students and flexi-jobbers. 27 April 2017 turned out to be DAY 1 for NOWJOBS.

Available in the Apple app store in Belgium, The Netherlands, Germany and France.

### STRONG PROGRESS IN TWO YEARS

NOWJOBS evolved fast from a local app in the Ghent area to being available nationwide across Belgium. Revenue grew quickly too, from €0.6 million in the pilot year up to €6 million the year after, and €33 million in 2019. Internationalization followed, with NOWJOBS launching in The Netherlands in Q3 2019, and in France in Q2 2021.

In the first year, a news report on Belgian national changed everything: within 24 hours, 21,000 candidates registered on the app and customers all over Belgium joined. Also during this time, NOWJOBS forged an important partnership with one of the biggest dance festivals worldwide, Tomorrowland.



## **COVID19, REINVENTING NOWJOBS**

2020 started off great: AI was integrated for better matching and a partnership with one of the leading Belgian banks, KBC, went live. This meant that candidates were able to receive an instant payment of their salary the second they registered their working hours in the app.

But then, the pandemic. Within days, 95% of the NOWJOBS sales staff were put on the bench. But in the background, things didn't slow down: indeed, preparations for the opening of NOWJOBS France continued.

New commercial domains were added to keep the business growing as much as possible. NOWJOBS became active in logistics, medical, new retail and turned out to be a great help in the staffing of the vaccination centers. With new customers such as HelloFresh, Mediamarkt, Albert Hein, Carrefour coming on board, 2020 revenue increased 17% compared to 2019.

During 2021, we partnered with KBC to integrate NOWJOBS into their B2B app with 500,000 registered SMEs on their platform.

*“It was clear, to be ready for the future, meant developing a fully digital solution”*

## **DIGITAL B2C MARKETING**

By setting up a 99% digital and smart B2C marketing campaign, NOWJOBS succeeded in building a database of over 350,000 NOWJOBBERs. The Net Promotor Score is over 50 which is exceptional for a temporary staffing company. NOWJOBS has become a much-loved brand.

## **THE INTERNATIONAL STORY CONTINUES**

The 2021 launch of NOWJOBS in France was a great success: big customers such as retail brands H&M and Picnic quickly came onboard. With an even bigger market potential, the expectations might even be higher for Germany, which is opening in 2022 with the help of German sister company TIMEPARTNER.

Being part of Europe's most exciting PowerHouse, NOWJOBS aims to become the best staffing app in Europe, a digital leader in e-recruitment. Notably, 11 of the 12 pioneers are still working at NOWJOBS today. All in all, it's a great story of 'courageously ambitious' in action.

Watch how we support clients:



Watch how we are supporting customers:



1 billion

**REQUESTS HANDLED IN 2021**