



## CASE STUDY

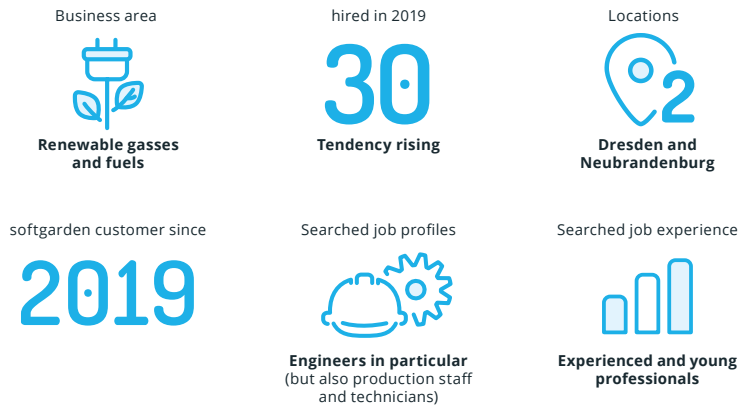
# More power in recruiting

Twice the speed and  
better employer ratings

## The recruiting challenge: Tough competition for the best candidates

Sunfire GmbH stands for the conversion of renewable energy into renewable gases and fuels (Power-to-X), the vision of the company is a life without fossil fuels. There is intense recruiting competition for the target groups of applicants, in particular for engineers, but also for production and service staff. Sunfire is an attractive

employer, which is supported by its business area for sustainable energy use, which is a plus for many applicants. But Sunfire also needs fast, candidate-friendly processes. Because potential employees quickly reorient themselves in the industry if the application process takes too long.



### Before softgarden

#### Lengthy processes, intransparency, and breaks

Until the end of 2018, a manual procedure was used in the company's recruiting: a circulation slip was derived from an access database for each application and carried through the building to be verified by the participating executives. The procedure was lengthy, difficult to follow, and also tended to break down.

2019

(sg)  
softgarden is introduced

“The communication between those involved in recruiting was simply solved best with softgarden. This is a decisive factor in making **application processes faster** and thus more **candidate-friendly**.”

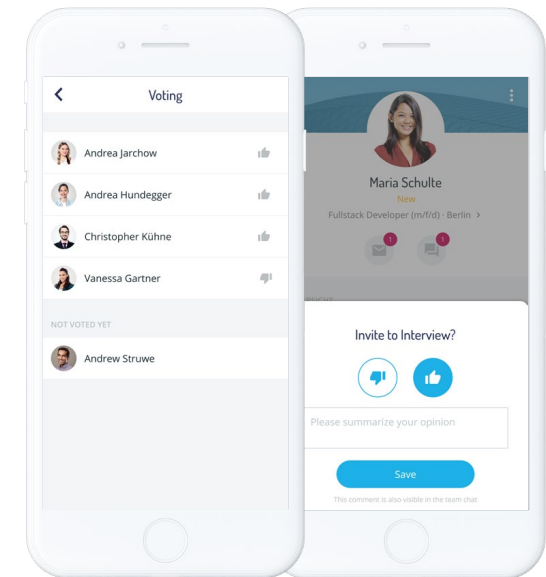
Sabine Göttlich  
Recruiting Manager at Sunfire



softgarden Recruiting App:  
Ensure more speed in the decision-making process

### Selection process High usability and fast communication

The company had previously compared three different providers. It was particularly important to the company that the new recruiting solution **should facilitate communication between the people involved in the recruiting process**. Sunfire often has up to four people per vacancy who need to review an application.



### Deployment Fast and smooth

The implementation process was fast and smooth. The recruiting manager prepared a presentation with screenshots from the application for the hiring managers and explained the process to them. Hiring managers evaluate applications in the system. Invitations, rejections, and requests for additional documents are the responsibility of central recruiting. Therefore, the handling of the new solution was quickly explained.

## Good ratings prevent drop-outs

The best candidates are demanding and today only apply to companies with positive employer ratings. Sunfire convinces candidates with "many good ratings" and thus prevents application cancellations.

*softgarden Feedback Solution: Your employer reputation determines whether the best candidates apply with you*

The screenshot shows the Sunfire website's 'Current vacancies' page. The header includes the Sunfire logo and navigation links: Working at Sunfire, Impressions, Benefits, Current Vacancies, Spotlight, and Contact. A 'Current vacancies' button and an 'EN' language selector are also present. The main heading is '19 current job offers'. Below this is a search bar labeled 'Keyword' and three filter dropdowns: 'Job Categories', 'Location', and 'Company'. The job listings are displayed in a grid. Each listing includes a date, a 'New' badge, the job title, and location. A callout box in the bottom left corner shows the softgarden 'Excellent' rating: a circular logo with 'GREAT APPLICATION EXPERIENCE' and 'sg', five yellow stars, and the text '4.53 / 5 (158)'. A blue line connects this callout to the 'Ingenieur für Werkstofftechnik' job listing.

“With their help, we get many good ratings, which we can play directly to the employer rating platform kununu. We have also integrated the certificate page on our website.”



Sabine Göttlich  
Recruiting Manager at Sunfire

## How the softgarden Feedback Solution works:

### 1. Automated feedback request

softgarden asks for the application and onboarding experience of applicants and new employees as an independent third party (applicants after 24 hours, new employees after 90 days in the new job).

### 2. Manual verification of all evaluations

All applications are manually verified according to softgarden criteria for compliance with the evaluation guidelines.

### 3. Integration on employer evaluation platforms and Google

softgarden transmits your ratings to Google and the employer rating platform kununu. Published and verified there, the ratings are included in your overall rating.

### 4. Authentic employer rating score

Use the received feedback to enhance your reputation as an attractive employer. Integrate our softgarden 5-star rating system into your career page or your job advertisements as a widget.

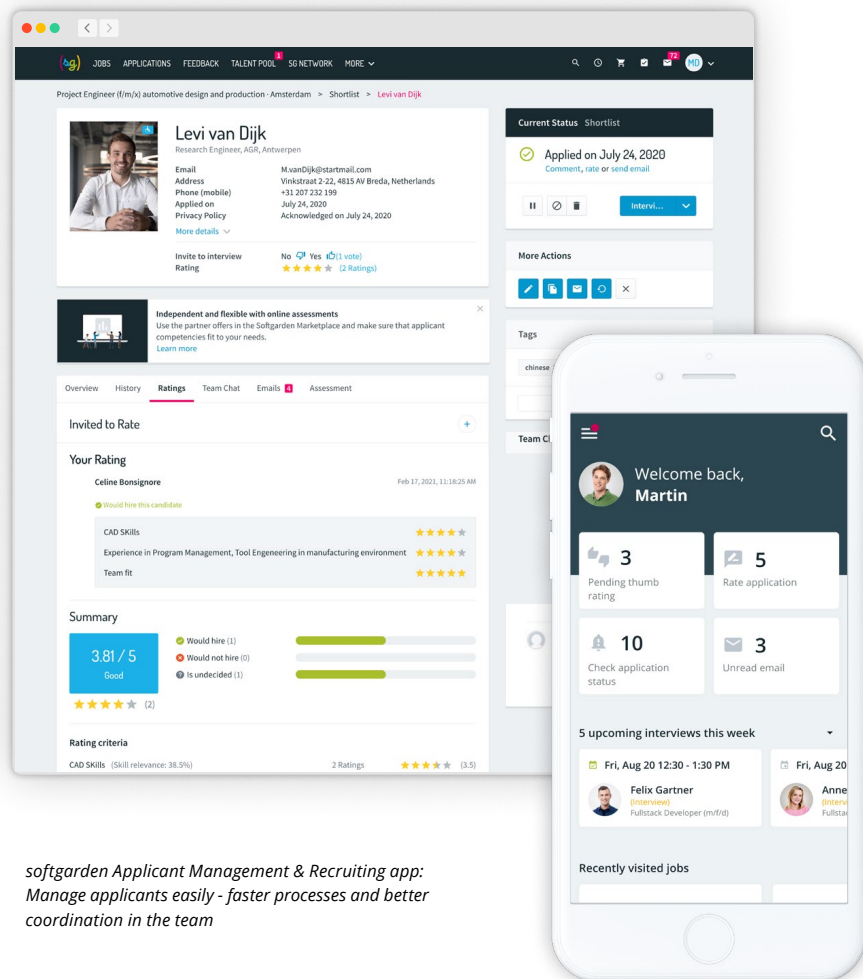
### 5. Transparency and trust through your own certificate page

On the search-engine-optimized page, interested parties can find out about you as an employer and your star rating. Through ratings by those who have already had experience with your company.



## Conclusion after one year of recruiting with softgarden – Twice the speed and more applications

The best candidates are impatient and don't wait long for invitations for job interviews. Sunfire is twice as fast in the application process because, thanks to digitalized processes, it can give candidates feedback faster than before. The main reason for the increased speed is the good availability of the application (mobile and on the desktop). Recruiters and hiring managers can access the system online at any time. This way, no application is slowed down because a hiring executive is on a business trip.



*softgarden Applicant Management & Recruiting app: Manage applicants easily - faster processes and better coordination in the team*

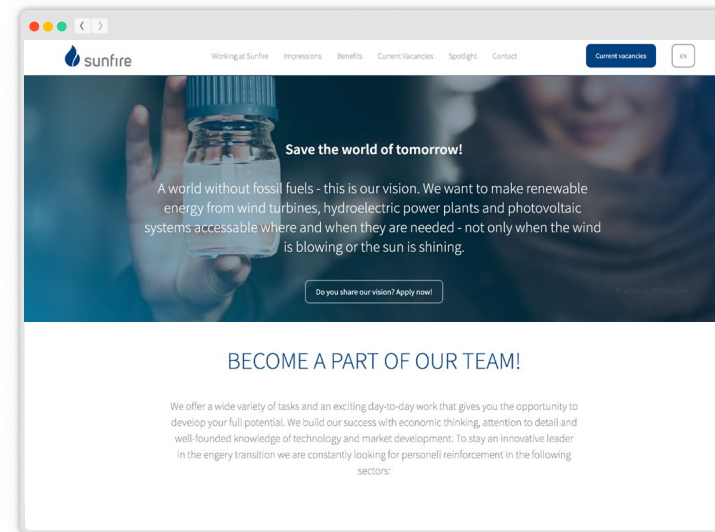
“ Our goal is to achieve even greater visibility as an employer in the future. The SEO-optimized career website developed together with softgarden is already online. In addition, we want to be more present on the social media channels in the future – and enter into active sourcing more strongly than before.”

Sabine Göttlich  
Recruiting Manager at Sunfire



## You never get a second chance to make a first impression – this is also true in recruiting

Sunfire relies on the softgarden Career Page Pro to turn job seekers into applicants. How will the topic of recruiting and employer branding develop at Sunfire? Sunfire is still at the beginning of this process and has started becoming more professional with the introduction of softgarden.



*softgarden Career Page Pro: Simple and intuitive design of your own career site, which convinces the best candidates*

### About softgarden e-recruiting GmbH

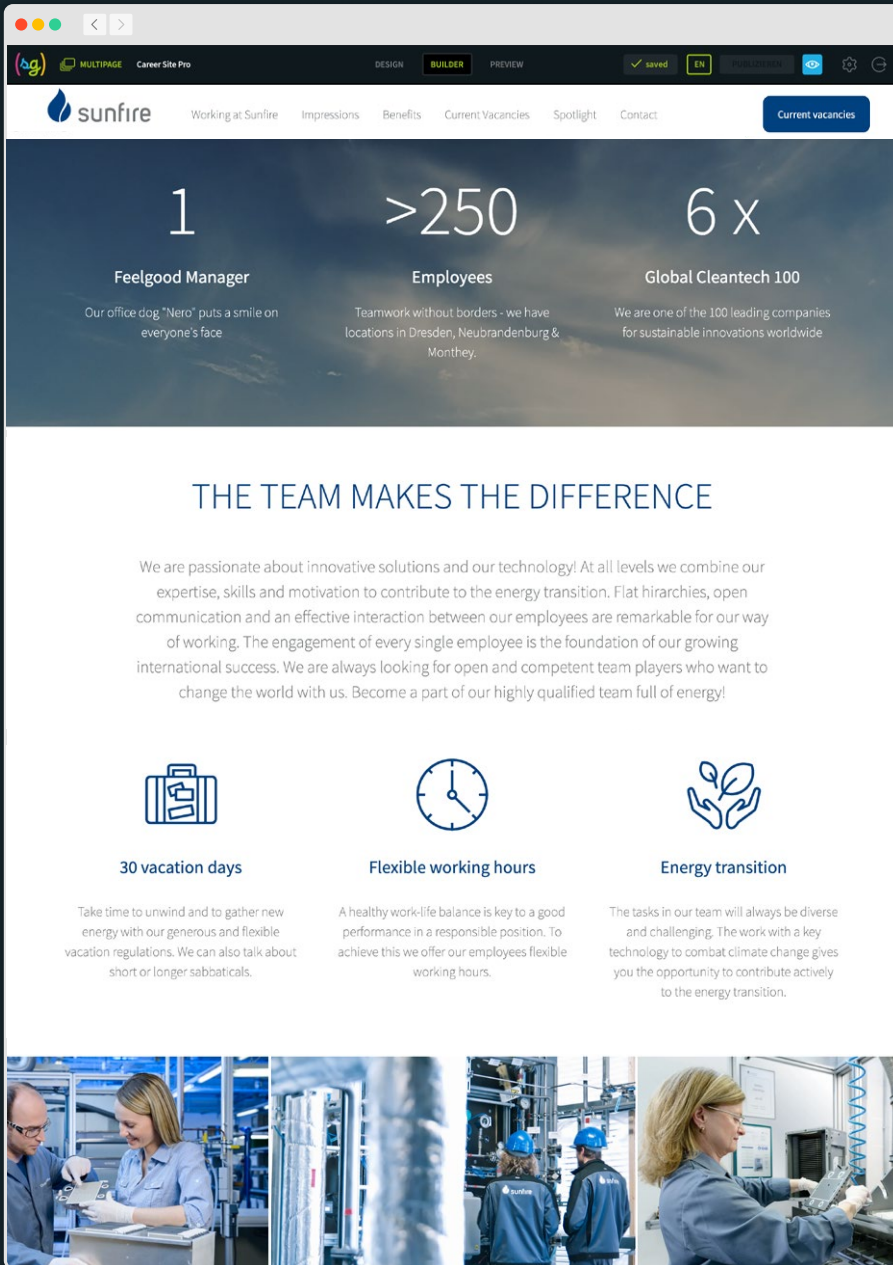
softgarden is the contemporary solution for easy recruiting. In applicant management, employers optimize the candidate experience with the help of softgarden, integrate hiring managers better thanks to an app, and shorten the application process by more than half. When selecting applicants, employers can reach more candidates on social networks with the integrated recommendation manager by using the existing contacts of their employees. They post job offers on over 300 job exchanges across all channels and win attractive candidates in the softgarden Talent Network via active sourcing. Decisive plus points for employer branding are the seamless mobile integration of career website and job ads as well as the unique feedback solution of softgarden. Employers automatically generate feedback from applicants and new employees, make it visible on their own website and on kununu, and improve their online reputation. More than 900 renowned companies in all industries and sizes already count on the easy to implement cloud solution when competing for the best candidates.



# Career Page Pro

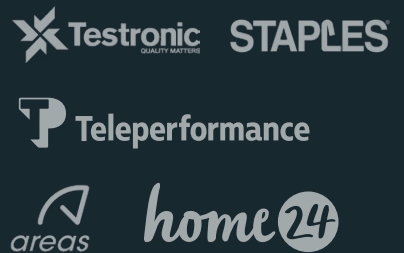
## Professionalize your online employer image

Optimal conversion • SEO boost • mobile-optimized



- ✓ A modular system: editable modules for all requirements
- ✓ A harmonious selection of fonts, colours & shapes - also in your own corporate design
- ✓ Automatic synchronization of your job postings
- ✓ Also as a stand-alone solution without applicant management system or with another system
- ✓ Create individual subpages for specific professions, career levels, or locations
- ✓ Already available in 12 languages

Companies which already use softgarden Career Page Pro



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