

# How Do You Best Communicate with Candidates to Win Top Talent?

There is nothing quite like the unique taste of Rivella – making it one of Switzerland’s favorite soft drink brands. In addition to this iconic product, Rivella AG produces sodas and fruit juices under the Passaia and Michel brands. To keep shop, café, and restaurant shelves stocked, Rivella relies on a team of just 254 highly motivated employees, so attracting top talent and fostering loyalty is a must. To help modernize recruiting and build on its reputation as an employer of choice, Rivella decided to automate recruiting processes and make them more transparent.

Working with smarht consulting AG, Rivella implemented the SAP® SuccessFactors® Recruiting solution, replacing paper-based processes with fully digital workflows that connect applicants, hiring teams, and line-of-business employees in real time. By digitalizing processes, Rivella can communicate with candidates much more transparently, manage applications more effectively, and get the right recruits into the right jobs to keep the drinks flowing.





# Improving the Candidate Experience with SAP® SuccessFactors® Recruiting

**Rivella AG**  
Rothrist, Switzerland  
[www.rivella.ch](http://www.rivella.ch)

**Industry**  
Consumer products

**Products and Services**  
Soft drinks and fruit juices

**Employees**  
254

**Revenue**  
SFr 137.8 million (€119 million)  
(2016)

**SAP® Solutions**  
SAP® SuccessFactors®  
Recruiting solution

For the maker of the iconic Swiss soft drink Rivella, success is not just about beverages, it's about people. With SAP SuccessFactors Recruiting, Rivella can communicate more effectively and transparently with job applicants, strengthen its brand as an employer, and help HR find the talent needed to keep the business running reliably – now and in the future.

## Before: Challenges and Opportunities

- Attract the right talent to serve the company in the years to come
- Make the company more appealing to potential candidates
- Strengthen Rivella's brand as a top employer
- Minimize the administrative burden by digitalizing and automating paper-based processes

## Why SAP and smahrt consulting AG

- Cloud-based solution that removes the need to invest in hardware, keeping costs low
- Strong security features to keep sensitive data secure
- Ease of integration with core SAP business applications
- Simple, intuitive user interface
- Top-notch project management services and support from smahrt consulting AG

## After: Value-Driven Results

- Replaced paper-based processes with digital recruiting workflows
- Increased visibility and transparency of recruitment requirements and the talent pool
- Improved communication between candidates and HR, boosting brand perception
- Enabled one-click responses, keeping candidates informed throughout the application process
- Accelerated recruiting processes, helping attract new talent to jobs when it is needed most
- Reduced the administrative workload by 50%, enabling HR staff to focus on value-added tasks

**“We simply couldn't do without SAP SuccessFactors Recruiting – it has significantly improved the way we communicate with applicants.”**

Markus Krienbühl, Head of HR, Rivella AG



SAP SuccessFactors

Featured Partner



100%

Digital workflows

50%

Lower administrative workload



Learn more about how Rivella is winning top talent.

Follow all of SAP



[www.sap.com/contactsap](http://www.sap.com/contactsap)

© 2018 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/corporate-en/legal/copyright/index.epx](http://www.sap.com/corporate-en/legal/copyright/index.epx) for additional trademark information and notices.