

SODEXO SETS TREND WITH FIRST MOBILE APP FOR DIRECT RECRUITMENT



In a first for employers, Sodexo launched its Sodexo Jobs App last week for applicants to find and apply for Sodexo openings directly from their mobile. The mobile app contains the Sodexo Jobs application platform and allows users to learn about the company's culture and initiatives, as well as directly connect with recruiters, all from their mobile phones. While many jobseekers, especially at lower economic states, may not possess personal computers or continuous access to the internet, mobile phones are owned by most. In response to economic realities, as well as the change in pattern of communications, this initiative by Sodexo for jobseekers takes them one step ahead of other recruiters. The Sodexo Jobs App, among other things, allows users to:

- Search for Sodexo jobs in U.S. by location, sector, or keyword
- Apply for Sodexo jobs
- Join the Sodexo USA Talent Community
- Subscribe to Job Alerts from the company
- Network on Twitter and Facebook on Sodexo's Network With Us platform
- Learn more about the company from YouTube and the Sodexo USA Careers Blog
- Access the Sodexo mobile career site at m.sodexo.jobs

According to industry studies, a majority of 18-34 year olds, the jobseekers group falling behind in this recovery from recession, own a smartphone. At least 62% of young jobseekers download apps, and Pew Internet Research recently found very high mobile web usage among minority populations. In a recent Beyond.com study it was found that 77% job seekers are using mobile apps while searching for jobs. While most of these apps are android based and not launched directly by recruiters, Sodexo is apparently the first company to launch a mobile app targeted at direct talent acquisition. Arie Ball, vice president of sourcing and talent acquisition of Sodexo said in a press release that "At Sodexo, we are always seeking ways to ensure that we remain competitive in the market for top talent ... This demands a candidate-focused approach – making sure that we understand where the talent is, what they are looking for in a company, and how to make it easy for them to connect with us, search and apply for our jobs." The Sodexo Jobs app is presently available only for iPhone, iPad and Android based devices. An application for Blackberry is currently under development.

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