



Interviews – BNP Paribas - February 2008

Recruiting via Text Messaging

BNP Paribas : BNP Paribas now uses SMS messaging and a WAP recruitment website as part of its hiring strategy in France. To talk more about this innovative way of recruiting, we are with Louis Treussard and Carole Leroy. Louis Treussard, you're in charge of the bank's internet and new technologies department. How does this new recruitment system actually work?

Louis Treussard : The website recruitment is accessible with internet mobile by sending BNP Paribas Job by SMS on 53321 or by connecting to the URL recrutement.bnpparibas.mobi. It will be possible to consult a job or training offers, receive alerts, find the next meeting date, find out the news and events of the Group's organisation or read employees testimonies.

BNP Paribas : Carole Leroy, you're head of communications and external relations for recruitment within the human resources team in Paris. What are some of the benefits that SMS and WAP offer in terms of recruitment?

Carole Leroy : This new way of recruiting really helps to promote our Human resources website, as well as to advertise all of our job offers. Today, the mobile phone is an essential way of communicating. 84% of the French population has a mobile phone, so you see it's very important for us to use this new communication tool to publicise our job offers. Basically, the idea is to have a special mobile phone version of our internet recruitment site, which contains the same information, and can be used in a similar way. For example a jobseeker can search for a position by region, or by the type of job, using their telephone, just like they can on the internet site. Another objective is of course to be able to have our job openings published on other recruitment websites and on the websites of mobile phone operators in France. We also want to promote our special events by mobile phone. For example, sending out information on campus recruitment days, job fairs, initiatives such as on-the spot interviews, and so on.