

# Accor ranked no.1 for its online HR communication tools

Potentialpark ranks Accor best company in France and fourth in Europe for its online HR communication tools.

**Paris, February 8, 2013** – Today, Potentialpark, a European specialist in employer branding and online recruitment research, publishes its annual ranking of companies according to their online HR communication tools. Accor is rated **best in France** (out of 125 companies observed) and **fourth in Europe** (out of 600) in the “**online communication**” category. This overall ranking combines all four of Potentialpark’s other rankings, in which Accor also scored well.

- *Online application ranking.* **AccorJobs.com is now ranked 1<sup>st</sup>** in France, after coming 2<sup>nd</sup> in 2011. Accor’s recruitment website, which is available in 12 languages, notched up 5.1 million visits in 2012, featured nearly 20,000 job and traineeship offers and received over 500,000 applications. In 2012, AccorJobs.com implemented a host of innovations, including videos with advice from Accor recruiters around the world to help candidates with their applications and a new system so they can customize them (up to four CVs and four motivation letters can be created in one account).
- *Social networks ranking.* The novelties added to HR’s e-marketing policy on social networks in 2012 enabled the group to enter the classification directly in **2<sup>nd</sup> position**. Accor, which has been on Youtube and LinkedIn since 2011, extended its presence to Facebook (Facebook.com/Accorjobs) and Twitter (Twitter.com/accorjobs) this year.
- *Career website ranking.* **Accor.com ranks 3<sup>rd</sup>** in France and 5<sup>th</sup> in Europe. The website’s “Recruitment & Careers” section features an introduction to Accor, employee video and podcast testimonials, a “Which jobs would suit you best?” quiz and a dedicated students and graduates space.
- *Mobile site ranking.* Propelled by the launch of its mobile website m.accorjobs.com, Accor entered this worldwide category directly. Its website advertises all the group’s vacancies, and also features videos, news and information about Accor.

These rankings are based on input from students in higher education institutions and universities (4,000 students from 40 establishments for the France ranking and 20,000 students from 5,000 establishments for the Europe ranking).



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