



“Zao makes our recruitment process for employee referrals very efficient. We hired 10 employees using Zao last month!”

-Moran OZ
Recruiting Manager, Nespresso



Zao (www.zao.com) is an employee social referral platform, making referrals and social media hiring easy, automated and fun. Zao makes it simple to recommend friends and increase employee referral engagement by automatically matching job descriptions to the capabilities of their Facebook and LinkedIn contacts. Zao allows automatic job sharing on social networks at any frequency. Zao helps you make referrals your most powerful source of hire.

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About Nespresso

From its beginning in 1986, Nespresso has redefined and revolutionized the way millions of people enjoy their espresso coffee. Nespresso has shaped the global coffee culture, competing in both the business-to-consumer and business-to-business segments, allowing consumers to enjoy their highest quality coffees at home and to recreate these perfect coffee moments wherever they may be.

The Challenge

Before Zao, Nespresso was spending a lot of time manually managing and reviewing referral candidates using only internal email communications. There was no referral portal available for employees and communication was not streamlined. Employees were not engaged in referrals. Nespresso needed to find a way to automate and manage their employer referral program. Zao was chosen and has proven to be a comprehensive and effective solution for Nespresso.

The Solution

Zao helped optimize Nespresso's employee referral program by providing a personalized referral portal to employees, displaying all referral opportunities with their rewards. With Zao, employees were able to easily sign up and share jobs on social networks.

By using Zao, Nespresso's employees can automatically share jobs on social networks and search through their contacts on LinkedIn and Facebook to find the best matches for open jobs. Sharing jobs on social networks can be automated at any frequency determined by the employee, allowing an efficient and continuous social referral solution.

After implementing Zao, Nespresso has seen a steady increase in referrals, employee engagement and job sharing on social networks.

Results

Zao has enabled Nespresso to steadily grow their level of referrals. After launching Zao in February 2014, the number of monthly referral hires has continued to grow. In the month of August alone, Nespresso made 10 referral hires (just 6 months after launching Zao).

10 Referral Hires through Zao in August

Nespresso's employee referral engagement reached an all time high using Zao. Over 80% of employees participate in the referral program. In addition to reaching high levels of participation, Nespresso saw over 50% of their employees sharing jobs and engaging in referrals using social networks. Overall, Zao has made Nespresso's referral process far more efficient, increasing engagement and hires. We look forward to continuing to work with Nespresso in helping to make their referral program a huge success.