



# Elevating Candidate, Hiring Manager, and TA Experience

How Nokia partnered with SocialTalent to roll out training that not only elevated its candidate and Hiring Manager satisfaction scores, but created a world-class learning experience for the Talent Attraction teams.

**NOKIA**

socialtalent 

# Challenge

**After a company restructure, the TA team needed upskilling to find the best talent.**

With over 89,000 employees in over 130 countries, Nokia is a truly global company. After a significant restructure in 2020, the organization targeted new aims to become a leader in the 5G tech space. But in order to achieve this goal, Nokia needed the right talent within its ranks. To accommodate this desire, the company realized that its TA function would require restructuring and rebuilding, elevating it far above what preceded it.

The main focus area was experience, across the board. Nokia wanted three things:

- **Candidate experience would become world-class.**
- **Hiring Managers' satisfaction scores would rise.**
- **TA would elevate its role as a strategic partner within the business.**

With this mission in mind, Nokia looked to roll out learning and development to bolster and support its TA function. They wanted a full suite of training that was ready-made and capable of delivering results, so SocialTalent was the natural choice.

Our extensive, industry-leading content could give up-to-date insight on all the areas Nokia was looking to upskill on, from best practices for approaching passive candidates to educating recruiters on how to become **Talent Advisors**. Combined with an intuitive platform and an easily-consumable approach to learning that drove engagement, it would allow Nokia to create a culture of development that enabled TA to flourish and grow.



Further to our pilot with SocialTalent in November 2020 we got unanimous feedback from the testing team of recruiters that this is the learning platform that we want. It offers the newest market trends and best practices that we need to take our recruitment operations to the next level.”



**Laura Varga-Györi**

*Global Project Manager - TA*

**NOKIA**

# Approach

## Alignment, dedication, and structure were the key characteristics of Nokia's approach to rolling out SocialTalent

Nokia was hugely dedicated to the cause. Paul Bowles, the Global Head of Talent Attraction, was instrumental in championing SocialTalent from the get-go, and this senior leadership buy-in created perfect momentum for the project to succeed. A PM was first assigned who then established a **SocialTalent Champion Team** to ensure a smooth and complete roll out.

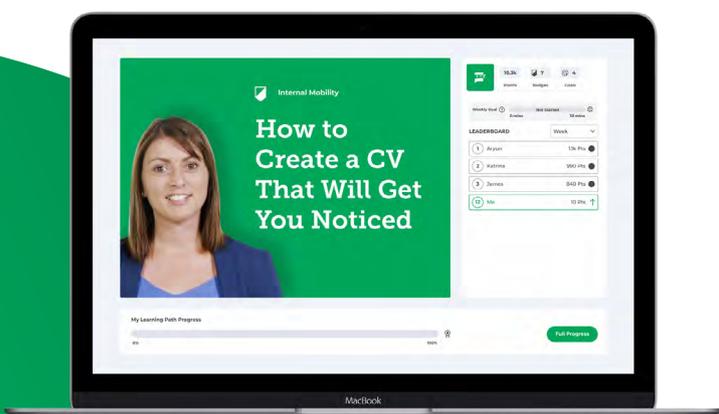
Alignment was a theme from the very beginning too. During the first **'Partnering for Success'** call, Nokia shared their key objectives and goals with the SocialTalent team, allowing for a precise and targeted approach to be developed. This in-depth customer involvement meant that the learning could be tailored to the needs of their TA teams.

A **structured onboarding** followed these initial consultations. With bespoke learning paths created, email cadences established, champions and leaders identified, managers informed, and course completion dates set, SocialTalent was launched within Nokia.

But the team didn't just stop here. In an effort to drive engagement, Nokia spearheaded many initiatives to embed SocialTalent into the DNA of the company. From personalized learning paths every quarter linked to Talent Attraction goals, to rewards for the top 3 learners of the **SocialTalent Learning Competition**, Nokia is dedicated to making the training accessible, fun, and interactive.

Nokia also integrated SocialTalent into their **LMS** and activated **SSO** (single sign-on) to ensure their employees could find the learning with ease. **Newsletters** were also created – monthly and quarterly updates that highlight new learning missions and the success stories of colleagues. It puts L&D front-and-center in Nokia, keeping teams aware and demonstrating its importance. But one of their most successful projects to date took the form of a watch party.

The involvement from the customer side of proceedings really set Nokia apart when it came to rolling-out SocialTalent. The hugely dedicated PM team, the Champion team, and leader support ultimately reflected the importance of their mission to give their TA teams, hiring managers, and future candidates a world-class experience.





## The Nokia/SocialTalent Watch Party

To make learning more social so everyone wasn't just doing it in isolation, Nokia and SocialTalent organized a 'Who Wants to be a Millionaire' style watch party for the Talent Attraction team.

A fun way to apply the knowledge from the training, users were asked to watch specific content before taking part in the quiz. Featuring a gameshow host, dramatic music, and even lifelines, the TA Leadership Team competed for prizes and swag by answering questions successfully!

The event was a huge success. Not only did it take the platform training into a social setting, it also encouraged huge engagement – in fact, during that particular quarter, learning path completion rates were much higher.

Nokia is constantly looking for exciting and innovative ways of ensuring their teams get the most from SocialTalent. Creating initiatives like the watch party with them helps boost engagement, drive a positive attitude towards learning, and enable a new level of motivation around embedding these new techniques into Nokia's ways of working"



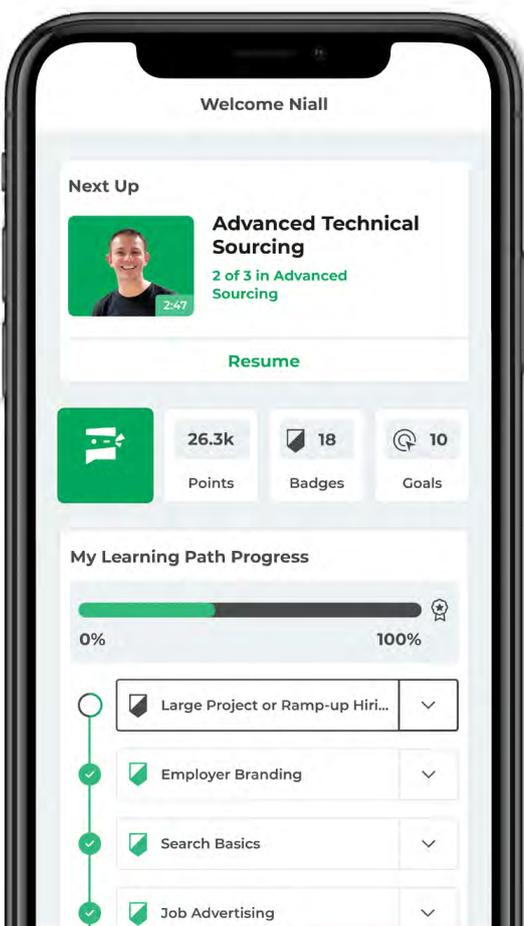
**Naomi Baily**

Senior Account Manager  
SocialTalent

# Business Impact

Success defined Nokia's implementation of SocialTalent – users loved the content, metrics grew, and future plans have been laid.

The SocialTalent and Nokia partnership saw immediate success. Feedback from the teams was **universally positive**. So much so that within the first few months, the 3-year ramp-up contract was expanded to **SocialTalent's Enterprise solution** so the e-learning could be deployed even further throughout the entire organization, allowing 89,000+ employees to access the platform. Enterprise would provide Nokia with access, not only to interviewing and recruiting training, but all of SocialTalent's solutions, including DEI, leadership, internal mobility, onboarding, and mentoring.



“For me, SocialTalent is a perfect method to relieve stress at work. In addition, the platform is quite addictive, and sometimes, even after work, riding a stationary bike, I use it. Apart from the enjoyment, it also allows me to learn – the aspects of conducting conversations and establishing relationships with others are particularly important to me. Many times, the knowledge gained on the platform has helped me to cope with difficult situations.”

**Marta Urbańska-Łaba**

*Talent Attraction Partner  
Nokia*



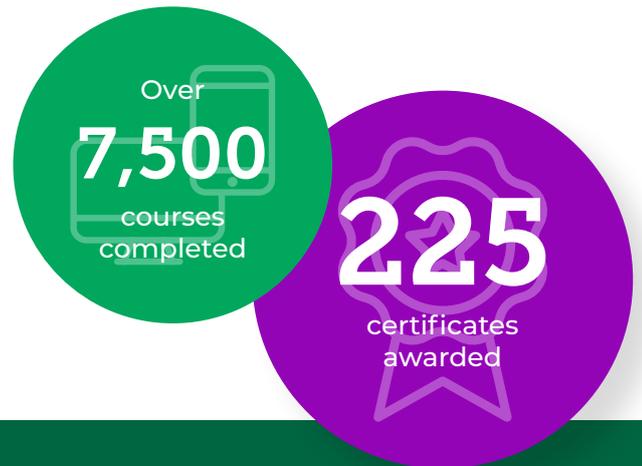
“The SocialTalent platform is commendable. It provides an excellent way to learn and explore new ideas in our professional environment whether it be any Generation (X, Z, Millennials, Baby-boomers, etc.). It keeps us up-to-date with the ever-changing industry standards, tools, and technologies.”

**Priyanshul Gupta**

*Sourcing Specialist  
Nokia*

And the metrics followed this positive feedback too. After the first two quarters, there was a **15% rise in candidate satisfaction scores** – this was also garnered in a period where workloads increased as requisition levels were 10% higher. Coupled with this, **Hiring Manager satisfaction scores rose from 82 - 87%** as the Talent Attraction team became true Talent Advisors, partnering and driving success with their newly acquired skills and knowledge.

As Nokia looks to the future with SocialTalent, they have identified even more goals to aspire to, most notably around DEI. Thanks to SocialTalent’s dedicated **Diversity, Equity, and Inclusion Solution**, Nokia hopes to impact the entire recruitment function. From looking at the application process and interviews to who sits on panels, they are committed to creating an even fairer and equitable workplace, one that not only increases the number of diverse hires made, but also enables them for success.



**Laura Varga-Györi**

*Global Project  
Manager - TA*

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If you spend **5 minutes** with learning a week, make sure you spend it with SocialTalent.”



**SocialTalent is one of the cornerstones of bringing our talent strategy to life by extending our partnership to the enterprise level.**

Involving our hiring managers in this learning journey, together with our TA team, we are improving our capability to execute our strategic priorities around D&I and candidate experience. We love working with the SocialTalent team as we can rely on them far beyond the learning content; they share their expertise, best practices, and they develop new solutions to meet Nokia's needs."



**Paul Bowles**  
Global Head of  
Talent Attraction

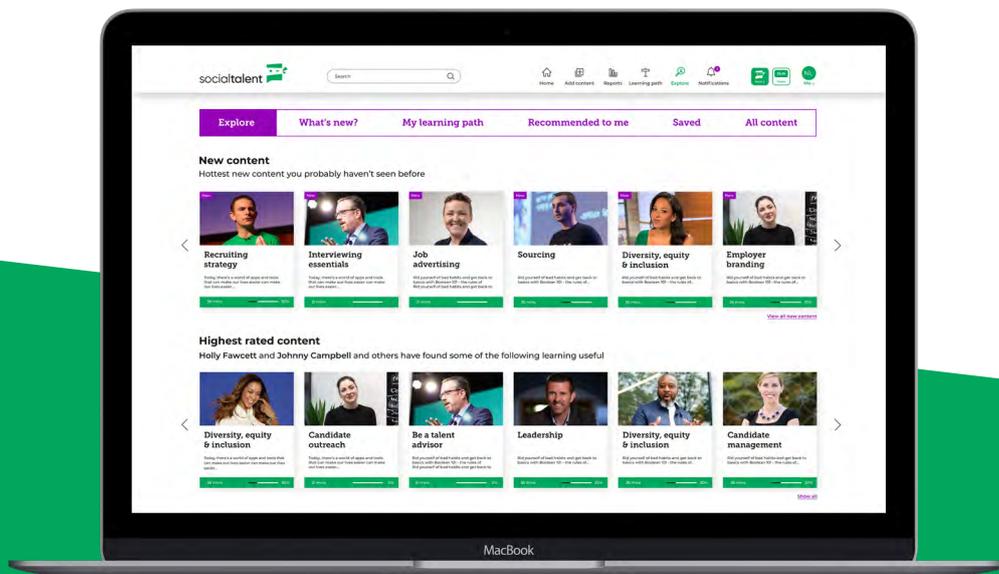


# About Nokia

Nokia Corp (Nokia) is a communications and information technology company that operates in the areas of network infrastructure and advanced technologies. Nokia creates technology that helps the world act together. As a trusted partner for critical networks, they are committed to innovation and technology leadership across mobile, fixed, and cloud networks. They create value with intellectual property and long-term research. Adhering to the highest standards of integrity and security, they help build the capabilities needed for a more productive, sustainable, and inclusive world.

# About SocialTalent

SocialTalent is the world's leading e-learning platform dedicated to hiring and talent management. Our goal is simple – we give teams the skills and knowledge needed to attract, find, hire, engage, and retain great talent. We have an extensive library of video content housed on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for excellence in hiring and talent management.



Get in-touch with our team to discuss how SocialTalent can help you hire, onboard, engage, develop and retain the best talent. Or email us at [LearnMore@socialtalent.com](mailto:LearnMore@socialtalent.com)