

## Case study – L’Oreal & Seedlink [HR]

### Introduction to Client Company

## L’ORÉAL

The French company L’Oréal is one of the world’s largest beauty companies with over 80,000 employees worldwide and €26.02 Bn in sales (2017). L’Oréal annually recruits approx. 15,000 candidates.

### Introduction to Tech Provider



“Better decisions via people science”

Seedlink A.I. is an artificial intelligence software that uses A.I. and machine learning to predict human behavior and culture fit of job applicants. Seedlink’s mission is to fight human bias and to strive for equality. The company uses the latest A.I. technology and developed an algorithm which makes use of natural language processing (both written and verbal). Through data-driven talent acquisition and talent development, Seedlink helps its clients to realize their full potential.

Case Study Sources: [1] [2] [3] [4]

Please refer to the handout for references.

### Problem Statement

Due to L’Oréal’s large popularity, there are on average 134 applications for one job. The high volume of applicants leads to a labor-intensive process of reviewing all resumes and cover letters resulting in high costs and time commitments. L’Oréal aims to recruit change-makers and candidates who fit into their corporate culture. Candidates need to portray skills and diversity which support innovation within the company.

The objective of the company is to enable an efficient review process in order to speed up the recruitment process while also providing the candidates with a great experience. This should lead to efficiency gains and a better balance of mutual expectations.



### Questions

1. Please give a short summary of the companies and explain the client company’s problem statement.
2. How can the client company address the problem by using AI technology from the tech provider?
3. What are possible advantages of your digital solution compared to the traditional way of doing business?