

365
TALENTS

● USE CASE

 **SOCIETE
GENERALE**

**STRATEGIC WORKFORCE
PLANNING**



How Societe Generale transformed career development by centering skills

About Societe Generale



Founded in 1864 and operating **three distinct business units in 62 countries**, Societe Generale is one of the most significant financial services companies in Europe, driven by a mission to foster progress and economic development.

Objectives & challenges

In 2017, Societe Generale was looking for solutions to better attract and retain applicants who share their vision and to empower their people to own their career development with the bank — and to do so at scale across all entities of the group.

More specifically, upon choosing 365Talents, Societe Generale set the objective of widening the field of possibilities for their people through skills mapping and job information sheets.

Key objectives:

- **Retain talent**
- **Develop careers**
- **Scale HR solution**

Key figures

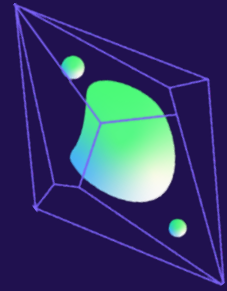
140,000

employees in

16

countries

“With the strong digitalization of companies, today’s HR challenge is to deliver personalized employee experience while reinforcing engagement, which is even more crucial to meet our clients’ needs and build tomorrow’s bank. It is why, based on their skills and interests, we are offering opportunities to act on their career evolution and employability development.”



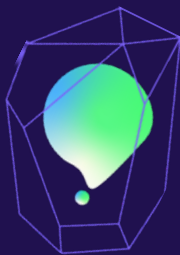
The solution made possible by 365Talents

With 365Talents, Societe Generale was able to introduce a new approach. Rather than relying on a fixed skills framework to build HR development tools, 365Talents uses semantic analysis technologies to drive a dynamic framework perfectly suited to the company's job positions.

Moreover, 365Talents operates on 3 levels:

The employee

Can value their own skills, including the ones acquired in other jobs, in personal life and to think about their professional project.



The manager

Can identify in real-time specific resources available in a company needed for a project.

The HR manager

Can know all the company skills in real time, and plan for future needs.

365Talents also addresses two main HR problems: **How to organize and regroup HR data** and **how to fully take advantage of this data to improve HR policy**. It does this by industrializing skills data collection, while identifying “sleeping” skills and capturing new skills in real time, while getting rid of the original definition of a framework.

Today, Societe Generale is able to suggest skills to their employees, as well as offer open positions and job descriptions in line with the employee's skills profile. The company can also identify skills to be developed for each employee based on the gap between the profile and the job evolution.

“Thanks to 365Talents, we are offering our employees personalized HR services based on their skills, so that they are involved in their own professional project, by helping them value themselves, think, and develop the skills of tomorrow. This will help us fluidify the internal job market and reinforce our will to be fully transparent.”

Cristèle Pernoud, Corporate Strategic Workforce Planning Lead

Key results

17,000

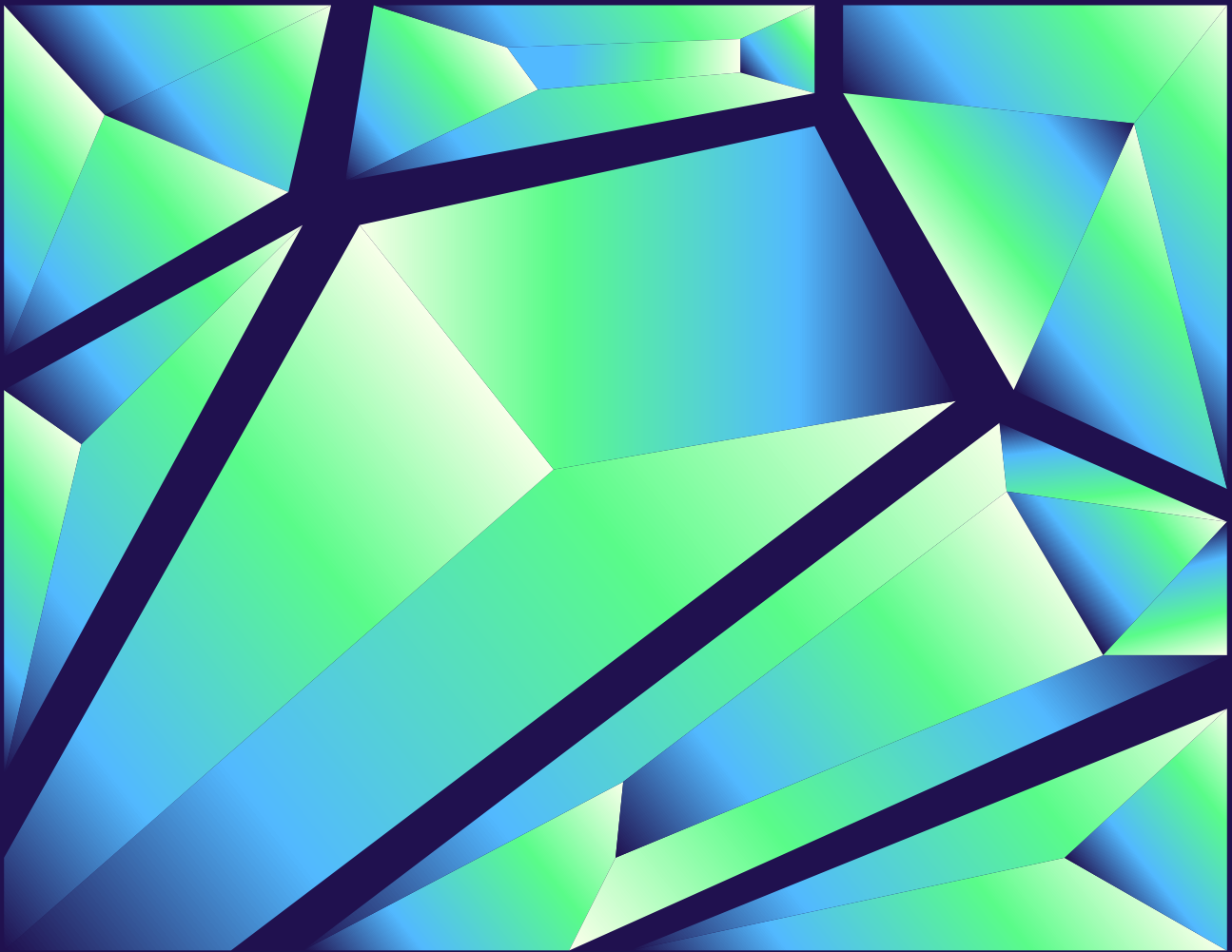
opportunities
consulted each month by...

74,000

employees

2/3

suggested skills considered
relevant by employees



About 365Talents

At 365Talents, we don't believe that the only way is up. Sometimes, you start in one place and end up somewhere unexpected. Or someone introduces you to an opportunity that changes your entire journey.

That's why our AI-driven decentralized talent experience platform gives employees the power to self-declare skills and managers the vision to uncover the unexpected, so organizations can move quickly and purposefully to chart a new course for progress.

With 365Talents, companies including Allianz, EY, BearingPoint, Schlumberger, Veolia and Societe Generale are seeing a demonstrable ROI in engagement, mobility and strategic development while creating a more democratic, inclusive and future-ready world of work.



Make your employees' evolution your business solution.
REQUEST A DEMO : experience@365talents.com