

# Case Study: Ravensburger AG

"I know a guy..." - the phrase has become increasingly valuable in recruitment teams to fill open positions quickly and reliably. For games and book manufacturer Ravensburger, it now only takes a few clicks from referral to hire. The company has successfully combined their applicant tracking system (ATS) with Firstbird. By doing so, they were able to improve the speed of communication across departments and with applicants, while drastically increasing their data protection capabilities.



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So far, we have been able to fill 90 positions through Firstbird - that's triple the number of positions we've filled with the previous approach.

Thomas Wagner  
Head of Human Resources DACH, Ravensburger AG

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Using Firstbird, Ravensburger has tripled their number of hires through referrals within 6 months.

Started	November 2018
Employees	2,200
Industry	Media and Publishing
Implementation	Germany
Job Shares	4,814
Applications	352

As of: 07.10.2020

## Challenges

- high demand of temporary employees, especially during Christmas time
- high administrative workload when handling employee referrals
- 1,000 hires needed per year
- data privacy a critical requirement

## Solution

- reduction of administrative work due to a seamless integration between Firstbird and their ATS
- targeted communication to employees: intranet, videos and e-mails
- monetary reward of €500 on average
- Firstbird complies with all data privacy regulations

## Results

- fast registrations: 100 registered Talent Scouts<sup>1</sup> within three days thanks to free coffee as an incentive
- 25% of applications result in a hire
- high quality of referrals



Ravensburger Group is an international group of companies with a long tradition and established values. Since 1883, our mission is "Playful Development", which we make tangible every day in our games, puzzles, arts & crafts products, with children and youth books and at our leisure park Ravensburger Spieliland. Our most prominent brand is the blue triangle, which has accompanied most of us since our early childhood.



Firstbird, the digital employee referral program, connects people with jobs and companies worldwide with suitable candidates. With Firstbird, employees become brand ambassadors and referrals become a company's most successful recruiting channel.

Do you want to increase your hires via referrals? [Get in touch.](#)



<sup>1</sup> Talent Scouts are employees that are registered within Firstbird. They share jobs and refer candidates.