

Allianz SE

Group Communications and Corporate Responsibility

Media Release

Allianz best at reaching out to potential candidates on digital space

The market research company Potentialpark awarded Allianz the first place in a global ranking for the best digital recruiting communication. Allianz was also able to hold on to its number one position in Europe and Asia for the fifth time.

Munich, March 21, 2018

Allianz is number one in Potentialpark's overall ranking and in the sub-categories Career Website, Online Application and Social Media. Potentialpark evaluates employers' digital talent communication according to 300 criteria, listing in its ranking 79 out of over 400 companies worldwide.

In the Social Media category, Potentialpark looks at the mix and variety of formats. Allianz scored for offering potential applicants insights about what the company is like as an employer on Facebook, Instagram, LinkedIn, YouTube and on its own career blog allianz-jobs.com, with content tailored to each of these platforms and their users.

"We want to be where our prospective employees are", says Angelika Inglsperger, Group Head of People Attraction & Talent Management at Allianz, "and in order to make a real difference, we provide candidates with authentic, engaging content and strive to delight them with unexpected and innovative services".

Career chat-bot Allie helps with the job search

One example is Allie, the new career chat-bot Allianz introduced to give recruiting guidance: it is available 24/7, and up to 75% of candidates actually consult it. On Facebook, Allianz employees from all over the world have boosted application rates by sharing their "daring moments" at the company, and on Instagram employees allow candidates to glimpse at their private lives .

Besides listing job opportunities, the Allianz career website assists candidates in finding a match between the company's expectations and their individual job aspirations. A new feature is the online business game "Rise of drones", where potential applicants find out how their decisions reflect the Allianz values. "This tool is helping show candidates that insurance really is innovative and dynamic", says Nadja Gruber from the Global People Attraction team.

“Putting candidates at the center is what matters to us”, says Inglsperger, “this is why we are constantly working at simplifying the digital journey of job seekers from all countries who are looking for career opportunities at Allianz. In the near future, they will find personalized information and relevant job opportunities on the new One Allianz career website, a unified portal offering the best possible candidate experience.”

<https://www.potentialpark.com/rankings-global-2018/>

Allianz was also one of 25 companies LinkedIn awarded as “places where Germany now likes to work”. This yearly “top company” ranking is based on the interaction of LinkedIn users. Their algorithm singles out employers who are best at attracting experts and managers. Allianz features in the ranking for the second consecutive time.

Top Company Ranking Germany (<https://www.linkedin.com/pulse/linkedin-top-companies-2018-wo-deutschland-jetzt-arbeiten-bueroße/>).

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These assessments are, as always, subject to the disclaimer provided below.

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