

ELECTRONIC ARTS

MAKE A PLAY FOR PASSIVE PROSPECTS



INDUSTRY

Computer Software, Entertainment and games

CHALLENGE

Reaching out to passive talent and building relationships ahead of demand

SOLUTION

Implement Jobster to reach out to passive candidates and build a Talent Network of video game professionals connected to the hiring team at Electronic Arts

IMPACT

- Found new prospect sources
- Reduced front-end transaction cost
- Saved 99% of passive prospect acquisition costs
- Reduced ERP overhead cost

Electronic Arts hires talented and creative video game professionals to deliver great products. However, the industry is growing so rapidly it's a constant challenge to keep the prospect pipeline full.

Electronic Arts implemented Jobster's networking tools to generate referrals, reach out to qualified talent and lower the cost of managing and acquiring passive prospects.

"We at Electronic Arts have been using Jobster for a little over one month in our highest volume operation. We consider this first month a success and will be rolling out the tool to other parts of our operation."

Some general statistics:

- 1 - We secured a number of prospects that we had not been able to acquire through our other passive and active collection means.**
- 2 - These prospects were referred through a trusted network that has reduced our front-end transaction cost by reducing the amount of up-front qualification needed.**
- 3 - We have reduced the process overhead cost of our employee referral program because we are able to report clearly on where prospects have come from (which employee contact).**
- 4 - For one of our campaigns, our cost for passive prospective acquisition was less than 1% of our standard cost for such talent acquisition. In other words, we saved over 99% on the standard cost for those types of prospects.**
- 5 - Even for less successful campaigns, our cost for passive talent acquisition is far lower than it is for any other source"**

Jeff Hunter

Electronic Arts, Director of Global Staffing

About Electronic Arts

Electronic Arts (EA) is the world's leading independent developer and publisher of interactive entertainment software for personal computers and advanced entertainment systems such as the PlayStation®2 Computer Entertainment System, the PlayStation®, Xbox™ video game console from Microsoft, the Nintendo GameCube™ and the Game Boy® Advance. Since its inception, EA has garnered more than 700 awards for outstanding software in the U.S. and Europe.

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