

# EXPEDIA.COM

## FINDS PARADISE IN PASSIVE CANDIDATES



### Expedia.com®

#### INDUSTRY

Travel & Leisure, High Tech

#### CHALLENGE

To build a pipeline of prospects to prepare for rapid company growth

#### SOLUTION

Use Jobster to proactively identify future hires, and build relationships with passive jobseekers

#### IMPACT

Expedia.com reached over 900 individuals who may be interested in 'Upgrading Their Career' with Expedia.com

#### RESULTS

Through Jobster, Expedia.com has developed an asset of over 900 individuals connected to the company to reach out to for future employment opportunities.

#### RESULTS IN ACTION

Within twelve hours of creating a job for a Distribution Marketing Account Manager, Expedia.com had a qualified prospect.

"In a short time, Jobster has helped us make some great hires and started us on our path to have a community of qualified, individuals interested in working at Expedia.com."

**Tracy Poole**

*Director of Talent and Recruiting, Expedia, Inc*

In a technology market where competition for the best people is fiercely competitive, Expedia.com was looking for a way to build a ready supply of highly qualified passive prospects to tap for future openings.

The world's largest online travel agency, Expedia.com was looking to maintain its leadership position in the market by ensuring a ready pipeline of human capital. Jobster was brought in to help Expedia.com build a Talent Network and build relationships with qualified individuals.

**"For a company that sets itself apart by its people, it would be Nirvana to have five ready and available candidates for any new opening"**

**Tracy Poole**

*Director of Talent and Recruiting, Expedia, Inc.*

#### Building a Strategic Asset of Highly Qualified Prospects

Expedia, Inc. Director of Talent and Recruiting, Tracy Poole, didn't want his recruiting team to have to wait to find someone who might be a good fit for the company's positions. Poole said "Our managers proactively seek top talent so that Expedia.com can remain in the leadership position. We want our recruiting team to exceed expectations by providing high-quality hires at the right time."

#### Proactively Building a Pipeline of Future Hires

Expedia.com had existing tools that kept track of former applicants, but Poole wanted another, targeted way to reach out to experienced professionals who could be tapped for future hires. Jobster complemented many of the best in class tools and practices that were already part of how Expedia.com was recruiting.

#### Reaching Out Through Expedia.com's Network and Through the Jobster Network

Expedia.com introduced Jobster to its employees via a company email campaign. Poole's managers periodically reinforced the importance of proactive referrals in meetings with hiring managers and on company Intranets. In three months, over 900 hundred individuals were touched by Expedia.com employees and friends through Jobster campaigns

#### About Expedia.com®

Expedia.com is one of the world's leading online travel sites, with more than 25 million travelers visiting each month. Expedia.com helps customers easily plan and book travel by matching the best technology and online content with the right selection of vacation packages, flights, hotels, rental cars, cruises and in-destination activities, attractions, and services. Expedia.com has won the "Brandweek Customer Loyalty Award" for six consecutive years and can be found on the Web at [www.expedia.com](http://www.expedia.com).

For more information visit [www.jobster.com](http://www.jobster.com), or call 1.888.611.5627.

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