



Press Release

Date: 15th March 2011

SymphonyIRI Group drives transformation with Employer Connections

Trusted social network deployed to promote referrals and direct hiring

Employer Connections, provider of [trusted social networks for business](#), is delighted to announce that its platform has been chosen by SymphonyIRI to support their employee referral programme and generate more direct hires.

SymphonyIRI Group is the leading global provider of enterprise market information solutions and services, empowering clients to make faster shopper-centric decisions. With a unique combination of over 30 years experience in the FMCG industry, deep level market insight and advanced analytics, SymphonyIRI supports profitable strategies and business growth in a complex marketplace.

SymphonyIRI has achieved its leading position through exceptional technology and talent and the implementation of the Employer Connections platform will create a pipeline of top talent whilst delivering significant cost savings.

A "trusted network" comprising employees and selected talent pool and alumni members will be created within the same communications platform. The sharing and referral capabilities of the solution will be used to quickly build a pool of qualified and motivated candidates. The networking and community functions will then support engagement and selection of candidates.

Employer Connections CEO, Peter Ward, outlined the value of a trusted network for employee referrals:

"Employer Connections is delighted to be working with SymphonyIRI. We believe that the trusted network will not only deliver highly-qualified and engaged candidates but also significant cost savings in a very short period of time".

Ros Smith, European HR Director at SymphonyIRI, added:

“Expanding employee referrals is a key part of our talent pipeline strategy. The trusted network will allow us to create and engage with a pool of qualified talent to support our growth.”

-ENDS-

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Employer Connections technology enables organisations to build trusted social networks that allow them to realise the value of their connections through sharing knowledge, talent and relationships. More information can be found at <http://www.employerconnections.com>.

For further information on SymphonyIRI please visit

<http://www.symphonyiri.co.uk>.