

## TRIVADIS LAUNCHES ITS OWN FUTURE SKILLS CHECK AND RECRUITING CAMPAIGN ON TINDER

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To fill 150 vacancies, *Trivadis – Part of Accenture* is launching a large-scale recruiting campaign. In this context, the IT service provider has developed its own Future Skills Check that helps potential candidates identify their top 3 skills for the future as well as fitting Trivadis luminaries and vacancies. Another element of the cross-media campaign is an ad-campaign on the dating platform Tinder.

IT specialists are among the most sought-after professionals on the job market. For Switzerland, for example, ICT-Berufsbildung, the training association for the IT and communications industry, predicts a lack of more than 35,000 IT specialists by 2028. The increasing shortage of skilled workers in the IT sector is also due to the pandemic which has accelerated the digitalisation of many areas of life in the last two years.

The IT service provider *Trivadis – Part of Accenture*, with headquarters in Zurich and branches in Switzerland, Germany, Austria and Romania, is also urgently looking for IT specialists. By September 2022, 150 vacancies are to be filled across all countries.

To draw attention to this, the IT service provider is now launching a large-scale recruiting campaign with its own Future Skills Check, in which potential candidates are asked 18 questions about future-relevant skills. *Trivadis – Part of Accenture* derived the skills and the corresponding items from the "Future of Job Reports" of the World Economic Forum (WEF) and adapted it in cooperation with the recruitment specialists Cyquest from Hamburg.

When potential candidates complete the Future Skills Check, they find out which are their top 3 skills for the future. Additionally, they are shown fitting Trivadis vacancies and luminaries with whom they can then enter into an uncomplicated exchange.

"With our Future Skills Check, we want to make the recruitment process more attractive for candidates by 'giving' them something before they actually apply – namely an assessment of their own skills and an uncomplicated way to contact our luminaries directly," says Ana Campos, Managing Director at *Trivadis – Part of Accenture*.

To draw attention to the Future Skills Check, Trivadis is implementing various measures as part of the recruiting campaign. Among the most important is an ad on the dating platform Tinder, which links potential candidates directly to the Future Skills Check with a Swipe. The ad self-ironically reads: "Let's say we met on LinkedIn ..."

With the ad on Tinder, Trivadis is one of the first companies in Europe to use the dating platform for recruiting purposes. "Just like dating, the job search is ultimately about 'matching' – therefore, the extension of classic marketing measures to a dating platform seemed fitting to us. Moreover, with a single measure we can reach millions of people where they are: on a dating app," says Ivana Leiseder, Head of Marketing & Communications at *Trivadis – Part of Accenture*.

Other measures of the recruiting campaign include employee portraits, posters, ads on business platforms and in university publications, mailings and virtual speed datings, among others.

**\*\*\* END OF TEXT \*\*\***

Link to the Future Skills Check:

<https://www.trivadis.com/en/career/future-skills-check>

Mockup images of the Future Skills Check (German version):

All result screens: <https://cdn.trivadis.com/images/future-skills-check-mockup-ergebnisse.png>

Result screen 1: <https://cdn.trivadis.com/images/future-skills-check-mockup-ergebnis-1.png>

Result screen 2: <https://cdn.trivadis.com/images/future-skills-check-mockup-ergebnis-2.png>

Result screen 3: <https://cdn.trivadis.com/images/future-skills-check-mockup-ergebnis-3.png>

Question: <https://cdn.trivadis.com/images/future-skills-check-mockup-frage.png>

Image of the Top 6 Future Skills:

<https://cdn.trivadis.com/images/top-6-future-skills.png>

Image of Ana Campos:

<https://cdn.trivadis.com/images/trivadis-ana-campos.jpg>

## About Trivadis – Part of Accenture

*Trivadis – Part of Accenture* is an IT services company with headquarters in Zurich and offices in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 700 employees supports its clients in making intelligent use of data and new technologies. Trivadis covers the entire spectrum: from the development and operation of data platforms and solutions, the refinement of data to consulting and training. Trivadis' customers include automotive companies as well as insurance companies, banks and healthcare institutions. Further information at: <https://www.trivadis.com/en>

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