

CUSTOMER STORY

MONSTER.FI

Monster Finland is part of Alma Career and Finland's best-known job search service (Marketing Clinic, 2021). Monster has been serving recruiting organizations in Finland for more than 20 years and has come a long way from Jobline Oy to become part of the international Monster brand and Alma Media Group.

Dent Maker was driving the change process.

The year 2020 was a thrilling one in the world of recruitment. The pandemic hindered proactive recruitment and thus the number of recruitments surged, compared to a normal year. Monster Finland saw that it was a great time to invest in developing the platform and service. Monster Finland and Dent Maker started cooperation to develop the new monster.fi service in August 2020. The new service was launched on April 21, 2021.

Dent Maker led an extensive technology project, in which the entire technology platform of the Monster.fi service, with all its integrations, was replaced with a new one. At the same time, the brand was renewed, and the platform's appearance was modernized. Although it was primarily a technology project, it also included process changes, the development of new types of products and service concepts, and a roadmap into future business goals.

Rami Karhu (Dent Maker) led the project in the role of product owner and sparred the development of the service in the role of consultant. Rami also served as a temporary member of the Monster Finland Management Team, sparring operations and practices evolving with the new service.



"We were looking for a technical project manager and product owner for Monster.fi platform – an extensive and impactful service platform renewal. In Rami we also got a consultant and colleague who understood and could connect between technology, product management, service development, and digital business.

Our collaboration worked out great; the approach was more like having an actual teammate rather than a normal buyer-contractor relationship. Multiple external vendors were involved in this complex project, and we were able to leave the cooperation with them on Rami's shoulders without concerns. We were able to trust that our interests were safe at all times."

Mika Kiiskinen, Country Manager, Monster Finland

Objectives and results



Conversion rate increment in new applications

+40%

Application conversion rate is an extremely important metric for Monster. With the new service, Monster's customers receive 40%+ more applications per job ad than before. The conversion rate is still increasing on a monthly basis. As job ads get more applications, more value is created for paying customers. The figures for 2019 have already exceeded in the number of applicants.



New ways to find jobs

Soft skills

The reform of the service has focused on the search experience. We wanted to offer modern ways to find the right jobs for you – e.g. searching only for managerial positions, jobs with a bonus system, or centrally located jobs. In addition to the traditional job search focusing on hard skills, soft skills were introduced as search criteria.



Successful launch

Business-as-usual

The project was very challenging both technically and due to the high utilization of the service. Monster.fi is integrated into numerous external digital services and most recruitment systems used in Finland can work directly with the service in symbiosis through the interface. Despite the diversity of the technology architecture, we were able to implement the release of a new service to replace the old one without notches to Monster's business.



Better search engine visibility

Strong growth

Search engine visibility has developed significantly since the launch of the new service. More and more applicants are starting their job search process from Google, so the development of search engine visibility is also critical for the development of conversion rates. The volume of direct traffic has also increased compared to the past.



New ways to serve customers

Strong growth

Today, customer service continues its normally praised operations, but in addition, more and more customers have found that they are able to do all the important stuff directly on monster.fi by themselves. Self-service has been praised, especially by an increasing number of SMEs, for whom taking care of things quickly by themselves is an important criterion for using the service.