

L'ORÉAL
TALENT ACQUISITION

Next interview

Sept.13
11:00 AM CET

Infos about your interview

Presential
30 rue d'Alsace
92 300 Levallois-Perret

#1

Entreprise mondiale de beauté

10th

compagnie la plus éthique du monde

Annual Report

Discover more about our values, numbers and others informations...

Discover more →

Découvrez la beauté de la performance

Video Title

Finance
2024 Universal Registration Document

Nos engagements | Diversité | Groupe
Disability Equality Index - L'Oréal Groupe

All our news

science and innovation to reinvent beauty. From AI to e-commerce, our teams lead the way. Join us and shape the future of beauty.

#4
Reinventing beauty with tech and engineering.
At L'Oréal, Beauty Tech blends science and innovation to reinvent beauty. From AI to e-commerce, our teams lead the way. Join us and shape the future of beauty.

L'OREAL
TALENT ACQUISITION

Application received

Thank you for your application
firstname

Dear FirstName,

Thank you for taking the first step towards joining L'Oréal, we're thrilled to have your application for the

Others opportunities

Lorem ipsum dolor sit amet consectetur. Mi nulla in et sit pellentesque tortor.

Digital

Communication

Marketing

ch

Manufacturing

Quality

Our available jobs

Share your experience
Lorem ipsum dolor sit amet consectetur. Augue fermentum nibh massa odio scelerisque.

Share my experience

Step 1

Lorem ipsum dolor sit amet consectetur. Augue fermentum nibh massa odio scelerisque.

Step 2

Lorem ipsum dolor sit amet consectetur. Augue fermentum nibh massa odio scelerisque.

Follow my application

JustRelate x L'Oréal Talent Acquisition

When HR Emails Become a Premium Candidate Experience

L'ORÉAL

- 40 international brands
- 4 divisions (L'Oréal Luxe, Consumer Products, Dermatological Beauty, Professional Products)

The challenge: reinvent HR communications to deliver a premium, inspiring, and engaging Candidate Experience (CX), aligned with the image of the world's leading beauty brand

12K

hires made per year

2M

applications received per year

+3M

emails sent per year

N°2

ranked among the most attractive employers

The challenge

With a high volume of annual applications, L'Oréal's Talent Acquisition team was facing communications that were:

- **Transactional and cold:** acknowledgment receipts and rejection emails perceived as simple administrative "receipts".
- **Time-consuming:** difficulty producing and quickly deploying high-quality content capable of inspiring candidates.
- **Inconsistent:** a visual gap with the brand's premium image while ensuring strict accessibility and inclusion standards.

Our Solution

The support and expertise of the JustRelate teams, based on the Golden Triangle: Design, Reliability and Industrialization.

- **Creative workshop:** co-building with stakeholders the future content and email structures, based on a shared vision.
- **Design & modularity:** from the ideas generated, our design team created a set of 17 modules enabling the creation of varied emails consistent with the brand identity.
- **Autonomy & deployment:** integration of the modules into the email builder, with quality controls ensuring optimal rendering across all email clients.

Our added value

- **Technical reliability & productivity:** 5 to 10 minutes saved per review thanks to the integrated Device Lab and an accelerated time-to-market.
- **Scalability:** thanks to the 17 modules, local teams can independently create targeted and translated messages (in 8 languages), while maintaining brand consistency.
- **No-compromise design:** Dark Mode anticipated from the design stage to ensure contrast and readability.
- **Interactivity & engagement:** more immersive email experiences (interactive sliders, embedded videos, dynamic hover effects) creating a real dialogue with candidates.
- **Inclusive accessibility:** emails designed for everyone, reflecting the brand's diversity values (optimized contrast, well-crafted alt texts, clear hierarchy for screen readers).

Results & Business Impact: from transactional email to emotional email

17

17 new modules to build emails

1 journey

1 unified candidate journey across all markets: guidelines, tone of voice, design, content

Autonomy

faster time-to-market thanks to empowered local teams

More human

More human communications: more inspiring and value-driven experiences for candidates

"Working with JustRelate has truly transformed the way we communicate with our candidates.

The challenge was significant: harmonizing all our emails, expanding our communication journey, and accurately reflecting L'Oréal's unique look and feel as well as its distinctive tone of voice.

The support provided by the team was outstanding, especially during the creative co-design workshop. This highly collaborative format proved ideal for aligning all stakeholders, unlocking our creativity, and designing email templates that are both visually appealing, inclusive, and effective.

A great collective achievement!"



Samuel Pontier
Global Recruiter Success Manager

