

FEL

The Go-To External HR Partner for Enterprises

The success of an enterprise is spelt out by the exemplary employees who passionately strive to do their best consistently. However, hiring the right candidate for the job is far from easy. The HR department of every organisation faces a conundrum when it comes to hiring a new candidate. Oftentimes, with all the other duties resting on the shoulders of the human resources, handling the recruitment process can become a tad tedious. Adding to the woes, many companies do not have the resources to build a professional team dedicated solely to recruiting. With the current demand for specialists and executives, a systematic and comprehensible recruitment strategy is essential for success. At this juncture, assisting private and public sector enterprises with the entire recruitment procedure is Kiel-based FEL, a technology leader in the recruiting industry. With a team of dedicated specialists in multiple fields, the company enables a seamless recruitment process. “Many different skills come into play in a good recruitment process and multiple departments for professional recruitment is absolutely essential,” says Dirk Lonnemann, Founder and CEO of FEL.

FEL steps into the fray as an external HR partner for enterprises to hire suitable candidates using the best strategies for effective and sustainable recruitment activities. The company tracks every single recruitment process, analyses the flow, and evaluates the success and the costs to ensure progress for the future. This guarantees sustainability and an optimal cost/performance ratio. FEL’s goal is to raise awareness among organisations of all sizes and industries and educate them on attracting the best candidates using the latest and most effective recruitment methods. With a large pool of talent, candidates for appropriate roles can be found quickly.



Dirk Lonnemann

The diverse composition of the FEL team, consisting of IT experts, statisticians, desk officers, account managers, graphic designers and authors, enables FEL to scale the services and distribute the workload across all departments. The company functions through a unique intelligent recruitment process outsourcing approach enabling clients to professionally and efficiently manage all recruitment tasks by splitting them into individual solutions. The portfolio of services ranges from marketing, active sourcing of candidates, application management through effective communication, selection and assessment, and reporting and statistics. The company examines its clients’ recruiting processes and assesses their strengths and faults. FEL-Experts and their IT tools enhance and complement processes based on these findings. Depending on the requirements of the customer, FEL will either handle one of the components or the complete recruitment process.

Lonnemann fondly recalls an instance where FEL’s expertise proved fruitful for an IT consulting firm in the public sector. The customer was assigned a goal by its investor to grow in size and rise in value. FEL took over as an RPO partner and hired 145 new workers. Three years later, the investor was able to sell the firm to a third party for three times the original amount. Each employment cost less than 2000 Euros in recruitment costs in average.

Lonnemann draws attention to how recruitment cost per position has increased and the number of applicants has reduced by an average of 25 percent. He assures that with FEL’s expert aid, customers can effectively procure excellent employees by taking faster, more effective decisions making them competitively better positioned. He further states how many companies are still set in their traditional ways, and FEL’s biggest challenge is to convince them to adapt to modern methods. “It makes me happy to get in-touch and convince companies following traditional methods and help them advance,” concludes Lonnemann. 

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