

PRESS RELEASE - 31/01/2023

**Fidérin**  
Intérim & Recrutement



## Virtual reality: NTN EUROPE is also innovating in its recruitment methods

The Annecy area, although dynamic, is scarce in human resources. As such, it is essential for companies such as NTN EUROPE to stand out in order to attract applicants. In collaboration with the FIDERIM group, a specialist in recruitment and HR issues in the Rhône-Alpes Auvergne region, NTN EUROPE is breaking with traditional recruitment by implementing a process based on virtual reality. It is an entertaining and immersive way to present the positions to be filled in as concrete a manner as possible.

For several years, the aeronautics sector has been particularly buoyant for NTN EUROPE and its Aeronautics Division. The recruitment of qualified operators is a key issue to support the very strong development of its activity.

*"The Argonay site specialises in the production of bearings for the aerospace industry (aircraft engines, helicopter rotors, special equipment). Far from doing repetitive work, the operators have to regularly change the products they work on. The jobs require true skill and the perfect mastery of techniques in order to be fully operational,"* explains Aude Cassonnet, HR Manager at the Argonay site. *"In 2022, we recruited 84 people, including about sixty operators. In 2023, we are facing the same needs, but we are coming up against a particularly tense labour market in the Annecy area. In order to differentiate NTN EUROPE and make it as attractive as possible, we have chosen to work with the recruitment agency FIDERIM, which is helping us innovate the way we advertise our jobs."*

A local and independent player, FIDERIM, with the support of its customers, is continually seeking to vary its recruitment methods to deal with the shortage of candidates. To do this, the agency, which has special knowledge of the Rhône-Alpes Auvergne region where NTN EUROPE is based, is taking a fresh look at applicants' experience and proposing new processes to attract talent. In recent years, FIDERIM has sought to provide the most concrete overview possible of the positions to be filled, in particular by producing films directly in companies. To take this idea a step further, the agency suggested that NTN EUROPE innovate by producing an immersive video using virtual reality.

*"This recruitment strategy really takes the applicant to the heart of the company by showing them around the facilities in complete safety and by putting them in a work*

*situation so that they can more easily see themselves in the role,"* explains Edouard Lalle, Founder of the FIDERIM group. *"Virtual reality also enables NTN EUROPE to shake up recruitment and, above all, the image of an ageing industry. Applicants are immersed in a 4.0 factory, both modern and comfortable, far from the stereotypes that can be a curb on recruitment. The wealth and interesting nature of jobs linked to new technologies in buoyant sectors such as aeronautics and aerospace are highlighted. With this video, NTN EUROPE clearly shares its vision of the industry with the applicants"*.

Virtual reality is innovative technology that makes for entertaining recruitment and a memorable experience. As such, it attracts a young population as well as more qualified profiles by showing the environment that NTN EUROPE offers. For people changing careers, it is also an opportunity to discover an occupation before joining the LEARN training course set up by NTN EUROPE. In



its desire to break codes, the industrialist has chosen to immerse applicants in the video alongside a young woman participating in the LEARN programme. She holds a qualified position and testifies to the richness of her profession.

This recruitment method, which FIDERIM and NTN EUROPE are the only ones to offer in Haute-Savoie, makes it possible to better target the right profiles while

reaching applicants who might not have thought about such a position.

The positions offered by NTN EUROPE are open to all types of applicants, regardless of age or gender, whether they are already qualified or changing careers. In 2022, the applicants recruited ranged from 19 to 59 years old with an average age of 35. As a dynamic and inclusive company, some positions are also open to people with disabilities. Five people with disabilities have joined the team in the past year.

The 15 open positions at NTN EUROPE can now be found on [FIDERIM's website](#). Make an appointment at the agency to learn about them in more detail through virtual reality.

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