

ING News: ING Luxembourg wins 5 awards following a Potentialpark study

ING Luxembourg is proud to be awarded 5 times for its HR initiatives, following a survey conducted by Potentialpark.

Potentialpark has evaluated digital recruitment strategies and relevance of HR communication in companies since 2002, based on the experience of applicants, surveying students all over the world.

ING Luxembourg has won 5 awards, one for each category :

- **Online Talent Communication** : within this general ranking, ING is third ! The OTaC ranking represents companies with a relevant HR content on all the channels used by applicants: the career site, the application management system, HR presence on Facebook, Twitter, YouTube, Instagram, an blog and linkedIN, the mobile career sites and/or applications.
- **Talent communication – Career Website** : ING ranks nr 4
- **Talent communication – Online Application** : ING ranks nr 2
- **Talent communication – Social Media** : ING ranks nr 8
- **Talent communication – Mobile Interaction** : ING ranks nr 2

Indeed, with a mobile « Career » site and a strong presence on linkedIN, ING Luxembourg shows the way forward. The bank can be found also on several social media, either HR or « corporate ».

On its « Career site », ING puts forward its availability on smartphone, tablet and computer and gives easy access to job offers.

- [the site www.ingjobs.lu](http://www.ingjobs.lu)

