SUCCESS STORY

EIFFAGE CONSTRUCTION

365 TALENTS
a docebo company

Eiffage Construction drives internal mobility and retains talent with 365Talents

"In a sector facing a constant talent shortage, HR teams are under continuous recruitment pressure. But the real challenge is pushing every lever to retain and develop our people."



Adeline Azhari
Director of HR Development
Eiffage Construction

EIFFAGE CONSTRUCTION

7 800
skills declared in 2025

15%
of users log in every month

60%
of employees activated their profile

#1
first client to deploy direct application from 365Talents (2025)

Eiffage Construction

The construction subsidiary of Eiffage Group, one of Europe's leading construction and concessions groups with 87 000 employees, Eiffage Construction is a key player in the French building sector, operating across both public and private markets. Within a group that relies on Workday for group-wide HR management, the construction branch chose 365Talents to specifically drive its internal mobility, with a level of precision and granularity that generalist tools could not deliver.

Challenge

A sector under pressure: retaining talent and deepening knowledge of technical skills

In the construction sector, talent scarcity is a permanent reality that puts HR teams under continuous recruitment pressure. But the real challenge lies in retaining and developing employees.
At Eiffage Construction, over 90% of employees report a strong sense of belonging, yet express a clear need for more career opportunities. Internal mobility, historically managed through static job frameworks and overly generic skills, did not allow for precise matching for technical profiles. To make employees true drivers of their own career path, Eiffage Construction chose to partner with 365Talents.

Solution

An evolving solution in service of increasingly precise internal mobility

To get started, HR teams built the foundations by creating nearly 150 different job profiles. The goal was creating a simple, engaging tool that allows employees to declare their skills and upload their profile, while involving all teams in the internal mobility process.

From late 2019, a pilot was launched in France with 2 000 enthusiastic managers. Despite a slowdown due to the health crisis, results were very promising and Eiffage Construction rolled out the solution to all employees by end of 2020. To secure buy-in, the Executive Committee acted as project sponsor and the CEO was personally involved in internal communications.

In 2024, Eiffage Construction took a further step by completely overhauling its skills framework. The issue: overly generic skills assigned to highly technical profiles were generating imprecise matching. The overhaul introduced more micro-skills and fewer macro-skills, enabling finer targeting and a deeper understanding of technical job realities. In 2025, Eiffage Construction became the first 365Talents client to enable employees to apply directly from the platform, with application management then handled by the ATS.

"We partnered with 365Talents to get better visibility on our professional opportunities. In 2019, we ran a pilot. We needed something simple and engaging: declare your skills, upload your profile."



Adeline Azhari
Director of HR Development
Eiffage Construction

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Results

A radical shift in the vision of internal mobility.

60%
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Greater transparency :
Before, employees relied on personal networks to explore opportunities. Mobility is now fully transparent and employees are in the driving seat of their own career

Precision matching :
The 2024 skills framework overhaul, with more micro-skills introduced, significantly improved matching accuracy for technical profiles.

Direct application :
First 365Talents client to deploy direct application from the platform in 2025, significantly increasing the internal application rate.

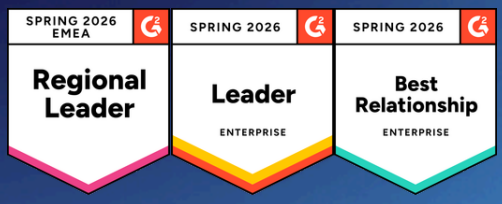
Trackable ROI :
One of the only clients to actively track the internal mobility conversion rate, enabling a concrete measure of the initiative's return on investment.

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Skills to help you achieve your ambitions.

Book a demo

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365Talents is the AI-powered talent management platform that helps you manage your skills and talents and boost HR efficiency.
With over two million users worldwide, available in more than 45 languages, and integrated with over 100 HR systems, we are the European leader in Talent Experience and Skills Intelligence.

www.365talents.com