

TELIA INVESTS MILLIONS IN CAREER-PLANNING

Telia Promotor is investing approximately SEK 2.2 million to develop and clarify career paths within the company for its 300-strong workforce. "We believe that individually customized, interactive career-planning is an excellent way of retaining and developing our staff and thus increasing our value and competitiveness," says Personnel Manager Lil Skyllmar, who is also responsible for career planning at Telia Promotor, where online career development using Prohunt's software tool ProCareer is already up and running.

Decreased external staff turnover – increased internal mobility

Telia Promotor is an IT consultancy specializing in helping companies enhance and develop their customer relations. A company within the Telia Group, Telia Promotor is also active on the open market. Promotor aims to make career-planning part of its standard business activities. The idea is to improve development discussions and the dialogue between manager and co-worker, decrease external staff turnover and increase internal mobility. "We needed a self-teaching system which encouraged career planning and was not bound by time, location or space," says Lil Skyllmar, who is also acting as Project Manager within Telia Promotor. "This is a vital factor for us as we have offices in four different locations in Sweden.

Tried and tested methodology

ProCareer is a career-planning software tool developed by Prohunt. The methodology, which is now web-based, is founded on ten years of development and application among more than 14,000 staff in Scandinavian companies and organisations. At Telia Promotor, the system will be applied so that all managers will not only be able to carry out their own career planning but also act as career coaches, helping staff to take independent responsibility for their own career planning.

Prohunt's new ASP-service was chosen

To get up to speed quickly yet still guarantee smooth running of the system, Telia Promotor chose Prohunt's new ASP-service to operate ProCareer. The ASP service means that, in co-operation with an operations technician, Prohunt will take care of operations and be responsible for all program maintenance. The ASP solution guarantees Telia Promotor a high level of access, security and stability without the need to make investments in hardware, technical infrastructure or maintenance. Users have access to the system around the clock, all year round, constrained by neither time nor space. A web-browser and an Internet connection are all that are needed to be able to use the program.

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Prohunt is the Nordic region's leading supplier of total solutions for the development and handling of an organisation's intellectual capital. Prohunt's web-based platform for Intellectual Capital Management (ICM) incorporates products for competence and career development, resource and capacity planning along with corporate e-learning. Using the ICM platform, tried and tested working methods and the support of consultants, Prohunt can offer companies and organisations a unique opportunity for attracting, developing, retaining and evaluating co-workers and their competence. Today Prohunt has 80 members of staff at three locations in Sweden and Norway. **Please visit www.prohunt.se for more information.**