



Faster, more efficient recruitment at RS Components

Highlights

- RS Components saves £300K+ a year on recruitment with LinkedIn
- Uses professional network's recruitment platform to build two-way dialogue with candidates
- 50 percent of the company's external hires are sourced through LinkedIn

Company Profile

RS Components is a global industrial component distributor based in Corby, UK, and it is part of the Electrocomponents group, the world's leading high service distributor of electronics and maintenance products. It has operations in 32 countries offering more than 500,000 products through the internet, catalogues and at trade counters to more than one million customers.

The Challenge

RS Components is a business where numbers matter more than most. The world's leading distributor of electronics and maintenance products operates in 32 countries and offers 500,000 products from paperclips to rivet guns from 2,500 suppliers to over one million customers, shipping more than 46,000 parcels daily. Efficiency matters.

Four years ago, the Recruitment Manager for Europe was looking at a 12 week wait and £20,000 fee to hire a new country manager in Scandinavia. Instead, Andrea Hayes tried using LinkedIn Recruiter.

She used it to assess the local talent market, build a profile of the role and look for potential candidates. In two weeks, she had a shortlist of 11 qualified and interested candidates and hired their new country manager in a fraction of the time it would normally have taken. Since then, the company has saved almost £300,000 and months of work while maintaining quality of hire.

'I get a 100 percent response rate with InMails'



Alison Birch
Resourcing Consultant
RS Components

The LinkedIn Solution

The results seen from the LinkedIn trial gave them the justification to invest more. RS Components quickly invested in further Recruiter licences and Targeted Job Slots.

Within three months, the rest of the recruitment teams in the UK, Europe and Asia had adopted the use of LinkedIn.

Partnered recruitment

The company has also innovated by linking Taleo, its talent management software, with LinkedIn so that new vacancies are automatically posted in one of the company's 50 plus Targeted Job Slots.

'Success has gone up with Targeted Jobs advertising. The more coverage RS Components has the more powerful it is,' says Andrea. 'LinkedIn provides continuous account management and a stream of meaningful data which the company can use to guide its recruitment process.'



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Even 'if a passive candidate is not immediately engaged, you'll often get an email three to six months later saying, "my situation's changed, let's have a chat"' says Alison Birch, Resourcing Consultant at RS Components, 'they will come to you directly via that InMail trail, rather than starting again at the beginning.'

Employer branding and LinkedIn ambassadors

The key is having an active presence on your profile and in groups by creating and posting rich content. 'We post blogs and news about three or four times a week,' says Alison, 'and we also use groups extensively. We've seen an increase of about 300 followers a month and all of those people are exposed to our brand daily.'

Alison and Andrea run workshops to train managers and recruiters to become brand ambassadors on LinkedIn, which is helping to strengthen RS Components' employer brand.

The company's hiring managers are increasingly finding that candidates are viewing their employee's profiles before the interviews, leading to greater transparency and a better conversation.

Real-world recruiting benefits

Having used LinkedIn for over four years, RS Components has seen tangible improvements to their recruitment process:

- **Greater company-candidate communication.** LinkedIn creates a two-way dialogue between employer and candidate, and gets rid of the 'smoke and mirrors' of traditional recruitment.
- **Cost savings.** In the last financial year, LinkedIn were responsible for approximately half of RS Components' external hires saving the company over £300K a year.
- **Stronger employer brand.** Company and employee LinkedIn profiles raise RS Components' brand, which is crucial in attracting the best talent.

'As a traditional recruiter you were taught to network – know people who knew people – but LinkedIn is the perfect way of doing it without having to go out and buy someone a coffee; it's truly global; and it's easier for people to have conversations with you as an employer, the benefits of LinkedIn go beyond the 'today.'

LinkedIn User Tips

- Create plenty of content and be active on LinkedIn Groups
- Make sure you have an up-to-date and active LinkedIn Company Profile
- Get your recruitment team active on LinkedIn
- Run workshops for employees to act as brand ambassadors on LinkedIn

For more information

www.linkedin.com/company/rs-components