



*"I get inspired by seeing people who are in the right job and progressing. LinkedIn is helping my company and myself to be a part of that, and that's a hell of a buzz."*

Lewis Turner,  
Global Recruitment Manager,  
TIM Group

## TIM Group transforms their recruiting with LinkedIn, saving time and money while building their brand as an employer of choice

### Company Profile

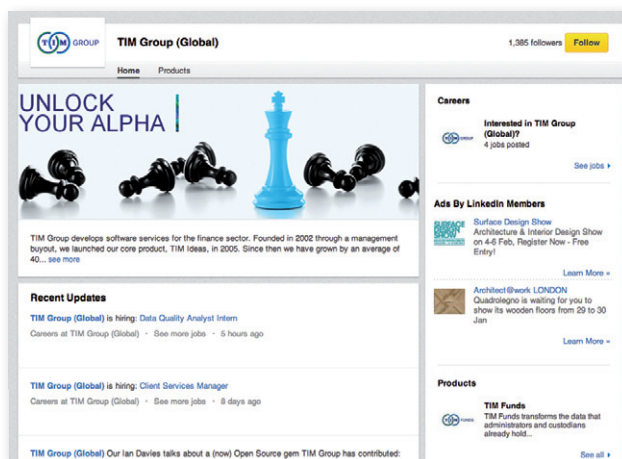
Founded in 2002 and based in the City of London, TIM Group provides secure web-based applications for the financial services industry. Its products include the TIM Ideas platform, which enables traders and research salespeople to communicate ideas and recommendations to clients, and the portfolio management solution, TIM Funds.

### Results

- Significant reductions in time-to-hire, with many roles filled within 1-2 months
- Clear Return on Investment (ROI), with £50,000 in cost savings over the last five roles hired
- Greater strategic focus for talent management time, enabling more pro-active pipeline management

### The Challenge

The complex nature of TIM Group's business requires effective talent management across a range of roles: senior software and infrastructure engineers, as well as sales and account management teams. With strong competition for top talent across this range of functions, effective strategies for engaging passive candidates and building a pipeline of talent are essential.



Tim Group company page

## LinkedIn solution

Adopting the LinkedIn Recruiter tool has transformed the nature of recruitment at TIM Group, elevating the profile of talent management and enabling it to make a far greater strategic contribution to the business.

### Broadening the role of talent management

Global Recruitment Manager Lewis Turner initially joined TIM Group with a brief to fill technology posts. However the effectiveness of LinkedIn as a recruitment tool quickly broadened his role and led to him overseeing talent management for all departments and offices.

“We were using LinkedIn massively for filling the technical roles and it quickly became apparent that we could roll this out across the company,” says Lewis. “It’s now part of the business strategy rather than just resourcing. It’s elevated my role massively within a year.”

### Building direct relationships with passive candidates

LinkedIn Recruiter takes the lead in identifying the strongest potential candidates for roles within different geographies. Making direct, personal contact with these prospects through LinkedIn has enabled Lewis to fill several roles that had proved challenging for recruitment agencies. “We had a senior sales role in London that was very hard to fill,” says Lewis. Using the search filters in LinkedIn Recruiter, Lewis was able to

identify a candidate who he was able to engage with directly over the course of a few months. “By talking to her through LinkedIn, we were able to build a personal relationship meaning that she eventually joined us. That was a major, major win.”

### Developing a employer brand for TIM Group

TIM Group’s employer brand - how the company is perceived as an employer - is today firmly embedded as part of the business’s long-term strategy, and plays a prominent role on the Group’s LinkedIn Company Page. The company uses third-party reviews and endorsements to build a credible picture of the experience of working with TIM Group, sharing articles and blogs on the page, alongside relevant job postings. Employee profile pages also play a key role in proactive employer brand management, with TIM Group’s employees encouraged to keep profile pages regularly refreshed and updated.

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Global Recruitment Manager  
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