



Lavazza Group unlocks new talent pools by adopting Recruiting Enterprise Program

The challenge: Finding quality talent and tackling lengthy recruitment processes

- Lavazza Group were facing growing recruitment challenges due to the cost and the lengthy process of attracting, sourcing, and hiring new talent.
- They wanted to identify and hire the right candidates as effectively as possible, while also improving their connection with local labour markets and creating talent pipelines.
- Overall Lavazza Group wanted to raise their profile and be viewed as an employer of choice for candidates around the world.

The solution: Adopting LinkedIn Recruiter to connect with the ideal candidates

- The coffee connoisseurs quickly identified that LinkedIn Recruiter was the perfect platform to help them achieve their recruitment targets.
- Rather than relying on traditional CVs—which have a limited lifespan, Recruiter enabled the talent acquisition team to follow candidates’ and future candidates’ career progression, enabling them to engage when new opportunities arose.
- Lavazza Group also made a concerted effort to engage more local and global candidates through their LinkedIn Company Page—they increased their average number of monthly job posts by 46%.
- Due to the success of the Recruiter roll-out, and the enormous pool of both local and global talent available to them, LinkedIn now accounts for sourcing around 80% of Lavazza Group’s candidates.

30%

reduction in recruiting costs

46k

new LinkedIn followers in one year

47%

influenced hire rate between July 2022 and July 2023



Food and Beverage Services | 5,500 employees

Goal: Identify and hire the best talent as efficiently as possible



Niche talent attraction and inclusive upskilling fuel our business strategy, enable the growth of our people and serve our “Prosperity needs pioneers” purpose. Thank you, LinkedIn.”



Enrico Contini
Chief Human Resources Officer

