



CENGAGE

Cengage increases hiring efficiency, saves time and reduces cost-per-hire using LinkedIn

SUCCESS STORY

When joining **Cengage** as Director of Talent Acquisition, Bill Chouinard noticed that most of the systems and processes his team had were fragmented and recruiters lacked access to data on the markets in which they were operating. As a result, teams were working in silos and unable to push back on candidate criteria set by hiring managers. Bill turned to LinkedIn as a shared platform across global teams to standardize efforts and gain access to unique market insights. Bill's team started to collaborate with Cengage's marketing team to develop their **LinkedIn Career Page** and used **LinkedIn Pipeline Builder** to boost their employer brand and inform prospects of the company's culture and latest news. By joining the LinkedIn Talent Solutions Enterprise Program, which granted unlimited **Recruiter** licenses and **job postings** to Bill's team, every Cengage recruiter was able to proactively reach out to qualified candidates. **LinkedIn Talent Insights** also equipped Bill's team with real-time market information on competition and talent pools.



Standardized global process

Cengage's global team now uses the same tools with unlimited access to LinkedIn Recruiter and Jobs.



Increased collaboration

Using Talent Insights, recruiters are able to inform hiring managers of available talent and set hiring criteria based off of LinkedIn's unique data.



Reduced time-to-hire and costs

In less than nine months, Cengage has reduced time-to-hire by 30% and cost-per-hire by 50%.



THE CHALLENGE

Varying access to tools and data challenges global efficiency

Without a centralized process or platform, Cengage's global recruitment teams operated in silos. The team also had limited information on talent pools or competition in their target markets. In the absence of this data, recruiters were unable to push back on hiring criteria that may or may not exist.

THE SOLUTION

Insights and resources enhance recruitment workflow and results

Since equipping his team with unlimited LinkedIn Recruiter and Jobs, Cengage has witnessed a 30% decrease in time-to-hire and 50% decrease in cost-per-hire. Recruiters are also able to leverage LinkedIn Talent Insights to better inform hiring managers of the available talent in a given market.

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As a result of our partnership with LinkedIn, we have reduced time-to-fill by more than 30% and cut cost-per-hire by more than 50% and maintained an average hiring manager satisfaction score of 98%.



Bill Chouinard

Director of Talent Acquisition
Cengage

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