



WSP uses data to make smarter hiring decisions.

SUCCESS STORY

At **WSP**, rapid growth and high demand in the engineering industry made it difficult to find highly-specialized, quality candidates in Australia and New Zealand. To better understand the talent landscape as well as penetration by competitors, Head of Talent Acquisition and Mobility Andy Cross turned to LinkedIn Talent Insights for data and insights to help the firm shape recruitment messaging to draw applicants.



10% reduction in hiring time

A better understanding of market dynamics helped move the hiring process along more quickly.



Hiring metrics created

Metrics on skills and availability of talent were created to facilitate more precise hiring parameters and decision making.



Positive stakeholder feedback

The data-driven approach to hiring and managing talent garnered immediate, high-quality results and positive feedback.



THE CHALLENGE

Finding specialized candidates

Given the rapidly expanding engineering industry, Andy Cross needed to identify candidates, engage them, and then hire and onboard—quickly. In Brisbane, water engineers were proving difficult to hire. Cross knew he needed intel on market movement and talent pool availability.

THE SOLUTION

Visibility into market dynamics

Fresh datasets pulled from **LinkedIn Talent Insights** provided intelligence not only on the market dynamics determining talent flows in the region, but also how WSP stacked up against competitors in engagement and market penetration. Cross then tweaked job postings to focus on what would interest potential candidates. With Talent Insights, recruitment has evolved beyond word searches. Now, WSP uses metrics to track skills and availability of quality talent for better-informed hiring decisions.

[Learn more](#)

“

LinkedIn Talent Insights provides answers to our recruitment questions—such as how people are migrating between jobs and what we need to do to attract talent—so we can tailor our recruitment approach to fit the market.



Andy Cross

Head of Talent Acquisition and Mobility
Australia & New Zealand
WSP