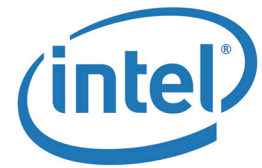


Intel Case Study

Acquiring Quality Talent



“Based on our experience, LinkedIn is one of the biggest professional networks today. It has definitely helped Intel get the quality talent that is passive and hard to find.”

Richa Telang,
Recruitment Channels Manager
Greater Asia Region, Intel

Company Profile

Intel Corporation, founded in 1968, is the world's largest semiconductor chip maker. They also make network-interface controllers and integrated circuits, flash memory, graphic chips, embedded processors and other devices related to communications and computing. In addition to technical innovation, they have a strong foothold in education, environmental sustainability, healthcare, and much more. For more than 40 years Intel has been delivering tomorrow's 'normal' and their goal is to be the preeminent provider of semiconductor chips and platforms for the worldwide digital economy.

Key Challenges:

Employer Brand Perception

The primary challenge faced by Intel was of employer brand perception. Being perceived as only a hardware employer, the need of the hour was to create career attractiveness for software professionals. With tremendous competition from multinationals as well as local players, it was crucial for Intel to develop a long-term brand awareness and recruitment strategy that would allow them to recognize, engage, nurture and finally bring onboard talented software professionals.

Creating awareness in a passive talent pool

“Based on our research, around 65-70% of professionals may not be actively looking for a job change but would be ready to consider it when approached proactively”, says Richa.

Establishing a relationship with these passive professionals and creating attractiveness and excitement for software openings was a challenge. Intel needed a solution to engage this passive pool of talent and make them aware of the opportunities that exist at Intel to create a proactive talent pipeline.

Objectives:

- Change employer brand perception in India from a hardware only to a software and hardware employer
- Establish engaging relationships with candidates, create attractiveness for careers at Intel and build a strong proactive talent pipeline

Solution:

- Custom Groups with branding opportunities
- Dynamic Career page to establish employee value proposition
- Recruiter license and job slots giving access to a wide talent network

Why LinkedIn Talent Solutions:

- LinkedIn is the biggest professional network with presence across multiple SE Asia geographies
- Ability to create a talent community, deeply engage sought-after talent and build a strong talent pipeline
- Personalized targeted messaging and content to appeal to different talent segments and create employer brand awareness and engagement
- Personal interaction with candidates placing the right opportunity at the right time for candidates to get engaged and take action

Results:

- Changed employer brand perception from a hardware employer to both hardware and software employer. Built a strong pool of 1200 highly engaged professionals
- Built an active employer brand presence on LinkedIn to create awareness about diverse career opportunities
- Created excitement for the cutting edge software work and software careers at Intel
- Hired quality talent with cost efficiency in multiple geographies

Solution:

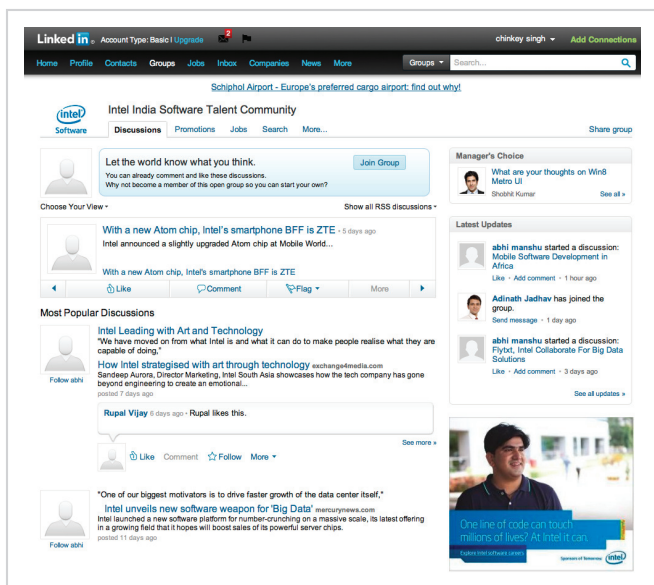
Move from traditional to online recruitment

Intel traditionally leveraged vendors, job portals and other avenues to build a talent pool. Over time, the importance of using social recruiting channels and technical blogs became apparent. Intel recruiters participated in online blogs, groups and technical communities to ensure interaction with the highest quality of talent. With this move from a traditional approach to an online approach, Intel faced the need for a recruitment solutions partner that could bridge the gap between rich online community interaction and the recruitment process.

LinkedIn's Custom Group for community building

The Intel India Software talent community built using a custom group on LinkedIn formed a strong part of Intel's employer branding and talent acquisition strategy. "Custom groups allow us to tap into the additional 70% of opportunity space that was earlier untapped.", says Richa.

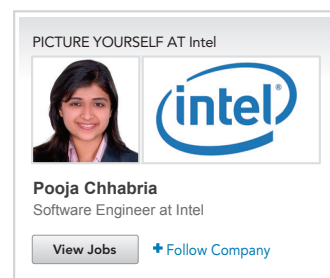
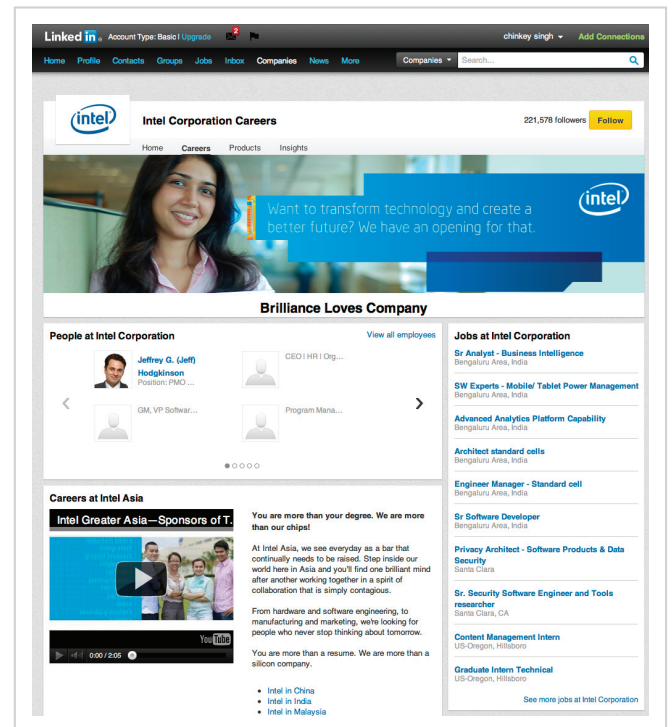
This group allowed Intel to create a community of software professionals, strike engaging conversations with them and showcase software innovation by Intel. This also helped nurture a pipeline of prospective software talent. Group ads helped Intel reach out to targeted talent pools and invite them to be part of the group delivering high engagement. Intel's business managers and employees are the brand ambassadors in this community who drive engaging content and share Intel's software stories with group members. Intel also took initiatives to do backward integration of this concept with the employees through internal communication and running various contests which helped in sustaining Intel's employer brand story in this community.



Career Page to establish Employer Brand

Intel also has a dynamic career page on LinkedIn which formed an integral part of their employer branding strategy. Today, talent on LinkedIn is not only interacting with each other but also following companies and expecting content and interaction from them. A career page allowed Intel to take its employer brand message to this network of talent and create enhanced customized experiences showcasing their employee value proposition.

With rich and engaging content such as videos to communicate their employer branding message to the target audience, it has garnered 200,000+ followers allowing them to increase talent engagement and establish thought leadership in the industry.



Picture Yourself ads

In addition, Picture Yourself ads were used to promote and drive traffic to their career page. These Picture Yourself ads targeted at a predefined talent segment prompted LinkedIn members to visit the career page and experience different facets of a career at Intel.

Results:

Built and nurtured relationships

Intel's effort in creating and nurturing a community of talent has produced and continues to produce great results. Recruiters have been able to form a strong relationship with members, informing them not just about new opportunities but also providing an environment to share their views with the audience.

Launched 8 months ago, the community has over 1200 members and has been successful in instilling an understanding about Intel's employer brand. The group is now self-sustained with a strong sense of camaraderie and community. This facilitates a high quality of technical discussion between members as well as builds a strong employer brand for Intel. The most successful aspect of the community is that over 50 professionals have reached out to Intel proactively, without the intervention of recruiters, to inquire about available opportunities. Intel's Talent community initiative has helped in creating a pull for software careers and enabled recruiters and hiring managers to build a relationship with the talent before hiring.

Precise targeting and personal interaction

Intel has also invested in LinkedIn Recruiters License and job slots across Greater Asia Region, which allows them to reach a wider network of LinkedIn users. While hiring for mid and senior level talent, Intel mostly hires niche profiles. With LinkedIn, candidate profiles are always available to their recruitment team, dramatically improving the quality of talent-pool for hiring needs. "LinkedIn has been a vital part of our broader social recruitment strategy" adds Richa. LinkedIn also allows Intel's recruiters to directly approach candidates via the InMail feature allowing them to create a personal connection with the candidate. Candidates consequently, are more comfortable and more willing to engage with Intel's recruiters.

Visit talent.linkedin.com to know more about LinkedIn Talent Solutions or you can write to us at india-sales@linkedin.com

Acquired Quality Talent

Intel has been leveraging LinkedIn's recruitment services for hiring candidates with skills who are otherwise difficult to find. The pool of active as well as passive software talent which were earlier untapped or unaware of software careers at Intel, has now proactively approached them with interest for current openings.

The talent community has enabled them to not only nurture, develop and engage talent but also hire quality talent.

Richa adds "We have achieved a marked improvement in the quality of candidates that we have hired for niche skills by creating and sustaining an engaged talent community and partnering with LinkedIn. We have got better cost efficiency for our LinkedIn investments during peak hiring season."

Though India was a pilot project for this effort, after realizing great success, Intel is rolling out this strategy to rest of Greater Asia region as well. This effort has also been appreciated and recognized at the leadership level at Intel.



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