



البنك السعودي للاستثمار
The Saudi Investment Bank

“LinkedIn is the no. 1 tool used by professionals today. It has helped us find quality talent and cut down the expenses of recruitment – and we’ve been very successful at this.”

Bandar Al-Raihan,
Senior Human Resources Manager, Saudi Investment Bank.

How Saudi Investment Bank has slashed recruitment costs, increased followers and decreased time to hire using LinkedIn.

Highlights

- 40% savings on recruitment costs per year
- 112% increase in followers in under 4 months
- Time to hire reduced to 2 months on average

Profile

Saudi Investment Bank (SAIB) is the fastest-growing bank in Saudi Arabia and ranks among the world’s top 1000 banks. Based in Riyadh, the bank has 48 branches and 11 ladies branches located throughout the Kingdom, with more than 1400 employees.

The Goal

SAIB as an employer of choice

The Saudi Investment Bank aims to become the preferred financial institution for professionals in Saudi Arabia, and to attract quality talent globally. Creating a working environment and identity that distinguishes them as an employer of choice is part of this vision. In fact, SAIB won the ‘Great Place to Work Award’ in 2014, and Bandar Al-Raihan, Senior Human Resources Manager at SAIB, has revolutionized the bank’s recruiting strategy and its positioning amongst potential talent.

The Challenge

Attracting top candidates

In Saudi Arabia, competition for senior managers is extremely high, particularly in the financial industry.

One of the biggest challenges facing SAIB is to find and attract talented employees. “To reach top talent before the competition does is a huge factor of our success and this is exactly why LinkedIn is very important to us.”

Pascale, keep up with relevant opportunities at Saudi Investment Bank



Visit the careers page for Saudi Investment Bank!

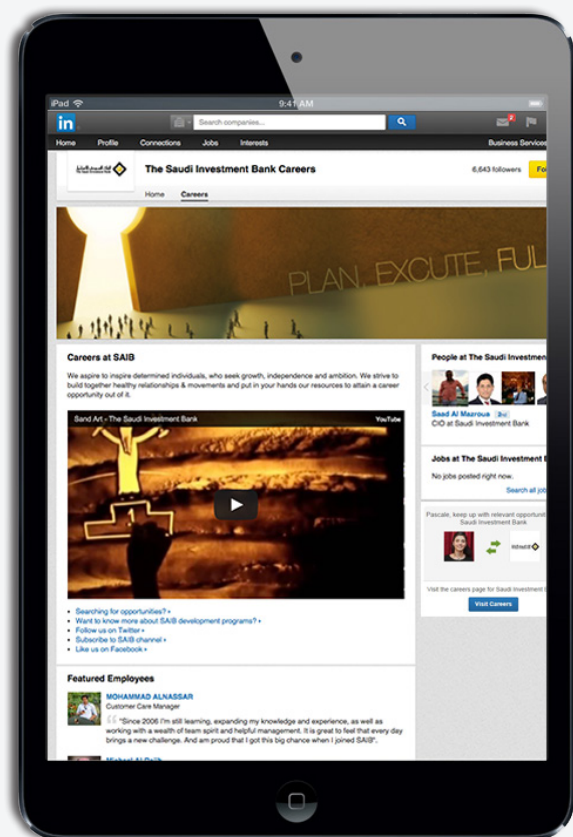
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The Solution

Taking targeting to the next level with LinkedIn

With LinkedIn's targeted search functionality, SAIB can find candidates actively looking for a job or passive candidates who are currently employed but might be interested in a better offer. *"Through LinkedIn we were able to appoint a very senior-level manager, a position that the bank had been trying to fill for the past two years. It took us less than 2 months to fill this position. By using LinkedIn, the time between posting and hiring on average has become no more than 60 days",* said Al-Raihan.



Building a strong employer brand on LinkedIn:

SAIB launched a *"Work With Us"* campaign that engaged candidates as they interacted with SAIB employees on their LinkedIn profiles. This campaign performed at 13x the industry average, driving professional candidates across the LinkedIn network to visit SAIB's Career Page and further helping position SAIB as an employer of choice. *"We want to create a healthy working environment that attracts top talent, and LinkedIn is the main tool we use to do this",* Al-Raihan explained.

A commitment to success

"During this year alone I have saved over 40% from our budget just from capitalizing on LinkedIn and reducing our recruitment expenses overall", said Al-Raihan, Senior Human Resources Manager, Saudi Investment Bank.

With results such as these, the bank's top-level management didn't need to be convinced to sign a 3-year contract with LinkedIn. *"When I returned to Saudi from the USA, a regular LinkedIn user myself, it was not easy to convince management to adopt LinkedIn since it was relatively unknown in the region. But in the last two years LinkedIn has become the number one source for professionals so my job is much easier",* said Al-Raihan. *"I have never been disappointed with LinkedIn and this 3-year contract shows the level of our commitment".*

SAIB's top tip:

"LinkedIn is a smart tool for smart people – with smart results. Go big with LinkedIn, maximize and capitalize on your investment and the results will be magnificent". Bandar Al-Raihan, Senior Human Resources Manager, Saudi Investment Bank.