"You can have the best business strategy, but if you don't have the right people then you just have an empty dream. At Zain KSA we have embraced new media tools to effectively resonate with potential candidates. LinkedIn has been an indispensable partner for our recruitment efforts."

# How Zain KSA utilized Linkedln to gain a front row seat in telecom recruiting 

## * <br> Highlights



Company Profile


The Challenge

- Trimmed time to hire by $30 \%$ using Linkedln
- Grew followers by $139 \%$ in one year
- $24 \%$ of new hires coming from follower base

Zain is one of the leading telecom companies in the Middle East and North Africa, providing voice and data services to over 46.5 million people. Zain KSA was established in Riyadh, Saudi Arabia in 2008, where it is the third largest telecom operator. With currently 1,400 employees, the company is growing fast every year.

## Finding Top Talent in Saudi

Zain KSA, like most companies, relied on traditional job boards, referrals, head hunters and recruitment agencies to fill their positions. But as the recruiting landscape began to change, employees in their personal capacity started up their own Linkedln profiles. "We were amazed at the level of interaction" said Bader Altoaby, Talent Acquisition specialist at Zain KSA. It wasn't long before Linkedln became part of the company's recruitment strategy. "Linkedln is an effective tool to improve our company brand and attract high-caliber talent" he continued.

## Reaching passive candidates

- $80 \%$ of candidates on Linkedln are passive, which means they're not actively looking for a job, but if the right opportunity presented itself they would be open to it. "With traditional channels, the intention is to get hired so this can result in inaccurate representation" said Bader. He further pointed out that "Having all this information on a candidate through Linkedln allows us to find a better fit all around."
- Linkedln opens the door to a bigger pool of both local and global talent, which can easily be scrutinized. "The way profiles are interlinked on Linkedln is a very good indication of the candidate role, industry and level of expertise as opposed to traditional profiles which have no context" said Bader.


Work With Us ads on Zain KSA's employees profiles


The Solution

## Attracting Talent in the Telecom Industry

- In an increasingly competitive environment, Zain KSA has to work harder to strengthen and grow its employer brand. "We promote how diverse and international our work environment is without compromising our Saudization goals. Part of this involves aligning our Linkedln Career Page content with Zain KSA's overall mission, vision, values and goals" said Bader.
- Linkedln's Recruitment Media tools allow targeted advertising, which enables Zain to find the right people at the right time through the right channels. This helps increase Zain KSA's visibility locally and internationally by growing its follower base.
"We're able to cater to both the local and international market and that has helped reduce time, cost and has also increased our company exposure via social media." Bader Altoaby, Talent Acquisition specialist at Zain KSA


Zain KSA's Career Page on Linkedln

When asked to describe Linkedln in one word, Saleh Hasanain, Director of Corporate Communication answered Linkedln is simply "Talent in a box"

From the start, Zain KSA was impressed with the time-saving and cost effectiveness of hiring with Linkedln. "It's easy to justify our investment on Linkedln. It creates a paperless working environment, allows team collaboration when working with Linkedln project folders and lets us be flexible - we can post jobs, news and promote our employer brand on one platform" said Bader.

Zain KSA uses Linkedln to fill all job postings, from entry-level to executive, support to technician. Bader explained "Our time to hire has shrunk from 45 days to 31 days. We've been able to decrease our investment in other channels and fully utilize our job slots to post jobs through Linkedln". He also shared his latest successful hire "A recent hire was a Commercial Executive. We checked all the recommendations on his profile and approached him via InMail, Linkedln's internal messaging tool. The entire process took less than 20 days."

## 3 tips from Z ain KSA

- Get personal

Put yourself in the candidate's seat and speak directly about what attracts them the most.

- Search thoroughly

Be as detailed as you can with your job description to find the candidate you are looking for.

- Invest wisely

Showcase your brand on your Company and Career Page and target the right audience.

## Linked in Talent Solutions

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