

## Case Study

### Astreya Partners, Inc.



#### Highlights

- Decreased international time-to-hire by as much as 50 percent.
- Cut overall recruiting costs by more than 30 percent by reducing reliance on country-specific job boards.
- Finds 23 percent of new hires through LinkedIn and referrals, with little turnover.

#### Company Profile

Founded in 2001, Astreya Partners, Inc., sources technologists for major organizations around the world. From systems administrators to network engineers and architects, Astreya prides itself on providing candidates that go beyond just qualifications and match the unique culture of each client. Headquartered in Santa Clara, CA, Astreya has a staff of approximately 250 employees in offices throughout the world, including Singapore, Ireland and Switzerland.

#### Business Challenge — Sourcing Quality International Talent to Match Corporate Culture

Astreya sources talent in more than 20 countries around the world for major players in the technology industry. It often needs candidates with specific IT skills and the right technical certifications. Because of its high-profile clients, it needed to not only attract qualified talent, but also rigorously screen candidates before presenting them for in-person interviews. The rigorous process includes not only a phone screen, but also online testing, peer testing and background screening. This helps Astreya guarantee the quality and interpersonal fit of each individual it recommends.

International Recruiter Sara Fox explained that the company uses job boards to source for positions nationally, as well as other traditional recruiting methods and internet-based sourcing solutions globally. It found, however, that this strategy proved very difficult in some areas of the world. Her team struggled to find the right talent in a limited pool of experienced candidates.

"We had some success, but we needed to think outside the box to find the right combination of quality and culture on a global scale," Sara said, summing up the situation.

Screening the personality of international candidates was also challenging when solely basing decisions on resumes. As Sara explained, "Anyone can have network engineering skills, but the challenge is also to fit in with the company culture."

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Sara Fox, International Recruiter, Astreya Partners, Inc.

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## Using Recommendations and Personal Statements to Draw a Clearer Picture

Astreya had previous success using LinkedIn’s international network and took it a step further by purchasing Recruiter and Job Slots about two years ago. As an international recruiter searching for additional information on which to assess candidates, Sara uses LinkedIn Recruiter to find great candidates who are also great people.

She relies heavily on candidates’ LinkedIn profiles to screen not only experience, but also personality. LinkedIn makes it easy to narrow searches based on skills and certifications, and recommendations from employers and extended personal statements give Sara a broader picture of each candidate.

Unlike some local recruiting sites that Sara’s used – including one that cost \$3,000 for a two-month subscription to search for candidates in Tokyo alone – Recruiter finds candidates all over the world for one price. Even in places like South America, Sara is seeing far better success rates.

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## Finding Impact Players with LinkedIn

With LinkedIn, Sara feels she gets more and faster responses – and from higher-quality candidates – than with other sites. She usually goes through LinkedIn first and said it’s the company’s number-one source of hire. Job Slots has given her a much better range of candidates in each location by enabling her to search in a specific area. Now, when she conducts a local search, she usually gets 25 to 30 matches.

“LinkedIn is the most powerful recruiting tool I’ve used for international recruiting,” Sara said.

One of Sara’s best hires to date was in Ann Arbor, MI. She needed a team lead to help support IT and thought she would have a hard time finding a candidate with all the right qualifications. With LinkedIn, however, the search ended up being quite simple. Sara logged into Recruiter, entered the parameters and quickly found a match. She followed up immediately with a phone call to determine his overall fit and couldn’t be happier with the outcome.

“We’ve hired some of our best employees so far from LinkedIn,” she said. “I alone have made 15 hires in the past three months just for our international offices.”

Now she goes straight to LinkedIn, rather than Dice or Monster. With LinkedIn, Astreya has been able to find top-notch candidates for its global offices in less time and with optimum results.

## LinkedIn User Tips

- Utilize the Profile Match feature once you post a job. The candidates you receive are relevant, and the feature enables you to begin proactively sourcing in seconds.
- Read candidate recommendations. This gives you more insight into each candidate’s strengths as a professional and, more importantly, what it is like to actually work with them.