

“Our success is due to the combination of a number of factors from being able to build a strong employer brand with our LinkedIn Company Page to attracting a high quality audience.”

Aref Boualwan, Manager & Business Process Re-engineering.

Consolidated Contractors Company Case Study

Highlights

- With a LinkedIn Talent Brand Index* score of 30%, CCC ranks number one amongst its peers.
- Record time to hire of 2 days for a critical role of a Mechanical Construction Manager.
- Using LinkedIn, CCC has recognized a significant reduction of time to hire and cost per hire.

Company Profile

Consolidated Contractors Company (CCC) headquartered in Athens with roots in Lebanon is one of the top construction companies that originated in the Arab world and grew to maintain an outstanding position among the top 15 construction companies worldwide. Today, CCC employs over 110,000 people, composed of more than 80 nationalities, in almost every country of the Middle East, Africa, Europe, the CIS countries, Australia and Papua New Guinea.

Business Challenge

In 2011, CCC's management mandated that the company automate their recruitment process. The initiative was kicked off with the development of iRecruit, an in-house system to manage all talent acquisition related activities into one solution. The company also needed to move from a reactive approach to recruitment and be proactive in managing hiring needs and particularly build a strong talent pipeline. More importantly, with growing access to the internet, talent in the Arab world was increasingly becoming accessible online which is what led CCC to LinkedIn.

“As our global footprint grew and the scale of projects increased, we realized the importance of having a strong talent pipeline that could be deployed in the shortest possible time. However, shifting from a reactive to a proactive recruitment approach can sometimes result in a bad quality of hire. LinkedIn being at the heart of our iRecruit system strategy has helped in achieving the right balance and has improved quality.”

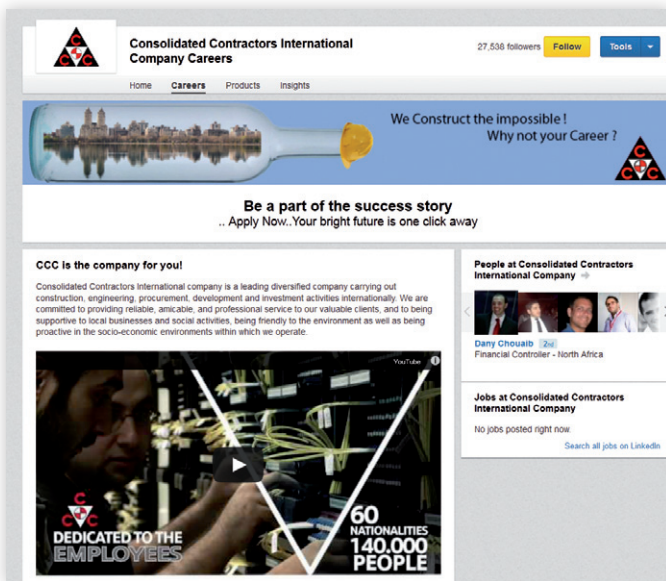
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LinkedIn Solution

LinkedIn Talent Solutions helped CCC go beyond CVs to identify talent by using a range of products. The company has now 10 LinkedIn Recruiter licenses, a tool which gives in-house recruiters access to all LinkedIn members around the world directly using InMails. Thanks to Recruiter, CCC has been able to source and build a strong talent pipeline of professionals from across the world. CCC also has over 50 job slots on LinkedIn which are automatically targeted at members who meet the job requirements.

Employer Branding on LinkedIn

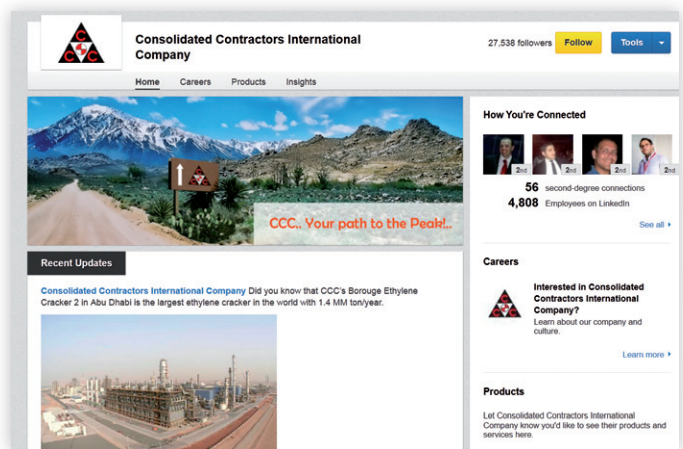
Using LinkedIn, CCC has been able to grow their employer brand and position themselves as an employer of choice. The company's Talent Brand Index* skyrocketed to 30%, which is more than double of their nearest competitor. As a result the CCC Company Page on LinkedIn now over 27,000 followers and continues to grow fast.



Benefits of LinkedIn

Having started with using LinkedIn Talent Solutions just over a year ago, CCC has seen results across the recruitment spectrum. Whether it is building a talent pipeline, establishing a strong employer brand or even hiring for difficult to fill positions, LinkedIn has helped manage talent needs.

The company has used LinkedIn to recruit for a variety of specialized roles including a deputy plant manager, project engineers, mechanical engineers, and welding and pipeline engineers. One of their latest hires was for a Mechanical Construction Manager for a critical Oil & Gas project which they managed to identify and recruit in a record time of two days.



"If a company wants to survive in the war for talent today, it must delve into the realm of social recruitment not only to attract new hires but also to stay up to date and retain its existing employees. Hence, investing in the number one professional network online, LinkedIn, is vital and we continue to see benefits from this."

Aref Boualwan, Manager & Business Process Re-engineering.

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