

Crown Melbourne Case Study

Flourishing From the Inside Out



A WORLD OF ENTERTAINMENT.™

“It’s like having a bank of candidates ready to go”.

Tim Mundy
Employment Brand Manager, Crown Melbourne

Visited by up to 16 million people each year and welcoming over 50,000 patrons a day, Crown Melbourne is one of the biggest integrated entertainment complexes in the southern hemisphere. Crown is also Victoria’s largest single-site, private sector employer with over 600 job roles, 6,500 employees and over 3,300 contractors. With a high volume of candidates potentially required at any one time, hiring is a complex task for Crown. They were keen to harness LinkedIn Talent Solutions to bring in a more suitable and affordable recruitment platform.

Objectives:

- Build trust and equity in employer brand
- Reduce cost per hire
- Access broader candidate pool
- Revolutionise recruitment process

Solution:

- Implement LinkedIn Recruiter to connect directly with candidates using InMails
- Establish a LinkedIn Career Page to anchor Crown’s recruitment presence
- Incorporate Job Slots for more engaging recruitment campaigns
- Promote employer brand using LinkedIn Recruitment Ads
- Engage followers with posts on Crown’s Company Page

Why use LinkedIn?

- Ability to conduct targeted searches across industries
- Easy-to-measure ROI
- Great source of industry insights and information
- Platform aligns well with Crown’s broader social and technological strategy

Results:

- 90% of key senior and specialist roles filled in the last 12 months via LinkedIn, saving approximately \$1m in agency fees and associated costs
- 6 month run of zero permanent agency placements achieved in 2012
- 30% reduction in job board spend
- LinkedIn’s Talent Brand Index revealed that Crown Melbourne is outperforming their competition

“Using LinkedIn, Crown achieved a 6 month run of zero permanent agency placements”.

Tim Mundy – Employment Brand Manager, Crown Melbourne

No.1 on LinkedIn’s Talent Brand Index

Crown’s Employment Brand Manager, Tim Mundy, led the rollout of LinkedIn Talent Solutions at Crown and has been working with LinkedIn staff to maximise the return on their recruitment solution. Crown’s initial ‘Follow Us’ campaign had a high take-up rate amongst existing staff and following from some well crafted ads and consistent relevant updates, connections quickly spread. Crown is currently outperforming their competition according to the Talent Brand Index. The Talent Brand Index is a measure of talent brand strength calculated from billions of professional interactions taking place on LinkedIn including data such as company followers and proactive brand engagement.

Global Two-way Communication

As one of Australia’s largest organisations, Crown hires staff across a wide range of industries. Mundy explains, “LinkedIn Recruiter offers the ability to conduct global targeted searches. We are now able to discover and approach candidates with specialist skills and experience for roles where previously we could not find talent ourselves”. The LinkedIn platform aligns with Crown’s broader social strategy to promote their employer brand utilising digital platforms and new technology. He says, “It enables us to market our brand promise to multiple audiences through targeted updates. We can create an opinion in the minds of potential candidates and build brand equity in new markets. Now the door is open to global talent and we can easily communicate with them”.

Potentially Eliminating Recruitment Agency Spend

Crown had wins from very early on, beginning at the top with senior roles. LinkedIn was integral in 90% of the key senior and specialist roles filled in the last 12 months. Mundy says, “About 6 months into using LinkedIn Talent Solutions, we reduced our spend on job boards by 30% and we’ll be reducing it further”. Using LinkedIn, Crown has achieved a cost saving of approximately \$1m in agency fees and associated costs.

Mundy says that in 2012, Crown achieved a 6 month run of zero permanent agency placements. Moving forward, he says Crown is focussed on reducing or completely eliminating agency spend.

LinkedIn Talent Solutions
<http://talent.linkedin.com>

