



## Pipelining Pioneers – Customer Success Stories

Chuck Lotz, Senior VP, Head of Strategic Staffing at First Citizens Bank



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### Company and User Profile

Chuck Lotz is Senior VP and Head of Strategic Staffing and has been with First Citizens Bank for nine years. The mission of his staffing team of 14 is to identify, track and hire the right talent for the right jobs at the right time. They manage 800-1000 external hires each year.

First Citizens Bank is a full-service financial services institution headquartered in Raleigh, North Carolina and has more than 430 offices in 17 states and the District of Columbia. The bank continues to receive national awards, including a five-star superior ranking by independent bank rating firm BauerFinancial and Greenwich Excellence Awards for business banking services.

### How Pipelining Supports First Citizens Bank’s Recruiting Strategy

“Our talent acquisition team really gets the power of networking and the need to reach out and build relationships. Proactively building a pipeline of talent and improving quality of hire has helped us provide more value to the business. We work with hiring managers even if they don’t have openings yet, so we can share information on possible candidates and keep the pipeline full for them.

With the introduction of Talent Pipeline, the LinkedIn Recruiter platform is now our one-stop shop for managing talent. It allows us to create a full picture of our progress with talent leads, rather than having to cobble together information from multiple sources. It also enables collaboration among our team so we don’t step on each other’s toes as we target a lead. And we love the fact that as LinkedIn members update their profiles, our records get updated too, regardless of which LinkedIn Recruiter folders we store them in. As a result, if a contact changes jobs on LinkedIn, we always have their most updated info.

Overall, Talent Pipeline has given us a far better way to manage the information we deal with every day. It eliminates the need to bounce around various systems collecting and inputting information. And the standalone Pipeline seat for those on our team who don’t use LinkedIn Recruiter allows them to identify the right talent faster and more easily, creating greater synergy between sourcing and recruiting teams.”

### See the Benefits

Before Talent Pipeline	After Talent Pipeline
Our ATS was essentially a static database. Information was quickly out of date, and getting information out of it was very difficult.	It’s easy to load new contacts and then find the right people whenever we need them. Talent Pipeline puts the LinkedIn profile front and center so information is always current.
Information was scattered in individual spreadsheets, so we never knew when someone had been contacted. Our recruiters bounced around from system to system.	It’s a one-stop shop. We see all activity history, keep a running list of candidates, and source in real time. We’re much more synchronized now.
It was hard to track anything effectively. We couldn’t track status of roles, see who had contacted whom, and we didn’t have project folders.	We have a more efficient system. Everything is tracked in Talent Pipeline and our whole team has full visibility, fostering better collaboration.
Not everyone on our team could pipeline. Some recruiters without full access to LinkedIn were unable to source effectively.	With the standalone seat for some of our team members, we can all leverage the same intelligence and pipelining process.

*“Talent Pipeline is an interactive way to track anyone and everyone you contact with one sourcing tool. We dial in on the right people, faster. This is a big win for us!”*

Chuck Lotz, Senior VP, Head of Strategic Staffing at First Citizens Bank

## Tips for leading a Talent Pipeline rollout

1. **Stay grounded:** It's not just about pipelining. You still need to do your networking and maintain personal relationships.
2. **Spend the time:** The only way to navigate and find your way around is to spend time in Talent Pipeline. Put it in your calendar each day, get in there and work it.
3. **Leverage your LinkedIn contacts:** Discuss your adoption and implementation plan with your LinkedIn RPC (Recruitment Product Consultant). They can show you how to use the tool most effectively through simple tips.
4. **Promote collaboration:** Use Talent Pipeline to generate synergy between sourcers and recruiters. Develop a strategy to bifurcate responsibilities and see how they can help each other.
5. **Don't forget your hiring managers:** Your hiring managers are your recruiters' key stakeholders. Make sure you engage them early and get them up to speed on the value of the tool.

## Tips for all Talent Pipeline users

1. **Be proactive:** Building a pipeline of talent is all about being proactive. Add new people you come across to your project folders even if you're not actually looking for that role yet. You can then go back later and take action when you're ready.
2. **Share progress through your project page:** Use your project overview page as a great way to share outbound activity with hiring managers or recruiting partners. It provides a great snapshot to show candidates moving through the system.
3. **Use alerts:** Use search alerts proactively and on a regular basis, especially for roles you commonly recruit for. These people are active on LinkedIn so you'll want to get those updates to keep building a pipeline community.
4. **Develop tag guidelines:** Admins should accept recommendations from users and develop the right naming configuration. Start with what's important, such as field name vs. title. And be open to input from users.
5. **Leverage your work for high volume:** Keep your browser open all day to copy and paste candidate emails right into the notes section. No need to retype each activity in Talent Pipeline.
6. **Stay active:** Work in the tool every day and get familiar with it. You need to make the time for pipelining. This is an expectation your manager has of you!

See how Talent Pipeline really works with a product tour  
<http://lnkd.in/pipelineoverview>

Get your team started with Talent Pipeline today  
<http://lnkd.in/pipelineresources>