

# Case Study

## TRW Automotive Holdings Corp.



### Highlights

- Saved significant time and money in searching for passive candidates.
- Connected directly to high-quality candidates for niche positions.
- Provided better access to more engineers, who make up 90 percent of openings.
- Praised by hiring managers, who believe that LinkedIn brings in the best candidates.

### Company Profile

Based in Livonia, MI, TRW Automotive Holdings Corp. provides clients with passive and active automotive safety systems. TRW has a presence in 185 global locations with more than 60,000 employees. Its North American team of six recruiters handles all salaried openings in southeast Michigan and upper management positions across the United States. On average, each recruiter manages 20 open positions.

### Business Challenge – Increasing the Efficiency of LinkedIn with Talent Solutions

Three years ago, the TRW talent acquisition team was more reactive than proactive, attracting candidates via job boards, leveraging agencies and purchasing lists of employees from competing firms – which were not always up to date. As the LinkedIn network grew, recruiters began using their personal accounts and Groups to find talent.

While this approach was effective, it had its limitations:

- They could only contact one person at a time.
- Their visibility to candidates was limited by their networks.
- They needed to be introduced to people to whom they were not already connected.
- They could not collaborate as a team.

TRW learned about LinkedIn's Talent Solutions and wanted to better understand what it offered above and beyond the recruiters' personal accounts. They quickly discovered that not only did the Talent Solutions address all of the limitations they had encountered, but they were also easy to use and gave them access to an entire pool of passive candidates on LinkedIn. They were very impressed with the capabilities and bought three LinkedIn Recruiter licenses and three Job Slots to start.

*“LinkedIn is better than any other solution on the market.”*

Pam Hoye, Lead Technical Recruiter  
TRW Automotive Holdings Corp.

*“LinkedIn made filling such a hard position easy!”*

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## Finding More of the Right Candidates in Less Time

Using LinkedIn’s Talent Solutions has helped the talent acquisition team transform its approach. After learning about all the solutions the tool had to offer, TRW formulated a new recruiting strategy, decreasing its reliance on third-party agencies and traditional job boards.

Recruiters now use LinkedIn Recruiter to reach passive candidates directly, without having to comb their personal networks. In fact, LinkedIn has enabled recruiters to expand their personal networks and bring more awareness to the company’s openings and brand.

Hiring managers also realize the value of using LinkedIn. Although they didn’t quite understand it at first, they have seen the results and believe that the recruiting team now has access to the best talent. They even assist the recruiting team by leveraging their own personal networks.

“Hiring managers now perceive human resources and the recruiters as partners, and as the recruitment experts,” said Jenifer Zbiegien, TRW senior manager of organizational development and talent management.

TRW had taken full advantage of LinkedIn’s Job Slots and considers the value of jobs on LinkedIn to be much greater than those on job boards. Despite having purchased space on a major job board, TRW has focused much of its energy on using LinkedIn’s Job Slots.

## Making Hard-to-Fill Positions Easy

With LinkedIn’s Talent Solutions, TRW believes it has reduced its time to fill jobs and increased the quality of candidates. In particular, LinkedIn has helped TRW find more engineers – who make up 90 percent of the openings. It has also helped TRW step up its college recruiting. One hiring manager commented that a recent candidate found via LinkedIn was “the best candidate I ever met!” Needless to say, TRW extended an offer the next day.

In its first five months of using LinkedIn Recruiter, TRW overcame two major hiring hurdles. The company was searching for a recruiter for its China market and wanted someone who was originally from China but lived in the United States, spoke the language and understood the culture. Using a combination of LinkedIn Recruiter, Groups and personal networks, TRW found a fantastic candidate who was thrilled to join the team.

Additionally, recruiting for TRW’s Body Controls Division had always been a challenge, as the group has many hard-to-fill niche-type roles. Before using LinkedIn, TRW had difficulty just identifying candidates, let alone hiring them. With LinkedIn, the group has made three hires already. The division feels that the results have been great and has become a big believer in LinkedIn’s Talent Solutions.

“LinkedIn made filling such a hard position easy!” said Pam Hoye, TRW lead technical recruiter. “It saves us massive amounts of time by providing access to so many more potential candidates with a solution that’s easy to use.”

With LinkedIn, TRW has been able to formulate a comprehensive recruiting strategy and benchmark its performance against competitors. It plans to expand its use of LinkedIn’s Talent Solutions going forward.

## LinkedIn User Tips

- Combine the power of your personal networks and LinkedIn Talent Solutions to find high-quality candidates and build your employment brand.
- Share your success with hiring managers so they will realize the value of LinkedIn and take advantage of their own networks and Groups.