

Mercuri Urval

Right candidate,
record time: Mercuri
Urval finds recruitment
success with LinkedIn

Profile

Mercuri Urval was founded in Sweden in 1967 and has grown into a major international consulting firm, operating out of 25 countries with more than 700 employees.

It offers a full range of recruitment, talent management, business transformation and executive and board services.

The Challenge

Mercuri Urval helps organisations achieve better results by looking at their group of people. Their Recruitment & Selection service is one of the largest HR services they offer. The company finds outstanding candidates, assesses them for skills and compatibility with the client's company and selects who is hired.



'It's all about selecting candidates for the right place at the right time. We do not just look at their experience and skills, we look at their future potential.' says Annemieke Coveliers, recruitment consultant at Mercuri Urval.

This isn't always easy though. Especially the first part: finding potential candidates. Details like job titles, descriptions and terminology differ between industries; and people's experience doesn't always match their ambitions.

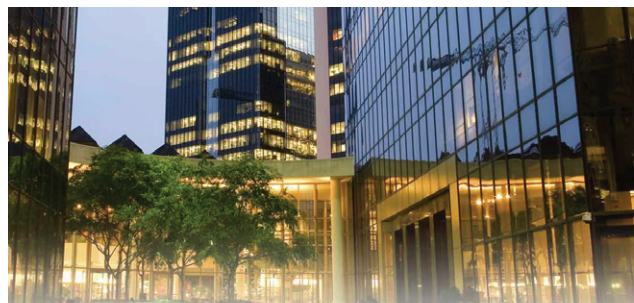
Mercuri Urval needs user-friendly processes that make its search for the right people quicker, easier and more efficient.

'We've had a lot of success with LinkedIn, especially after we realised we can use it for more than just recruiting. We've been spreading the word and now everyone uses it daily.'

Annemieke Coveliers
recruitment consultant at Mercuri Urval

Highlights

- Mercuri Urval's recruiters all have a LinkedIn Recruiter's seat.
- Mercuri Urval uses LinkedIn to research industries and find excellent candidates.
- The Recruiter tool, CheckIn, saves the company time, effort and money.

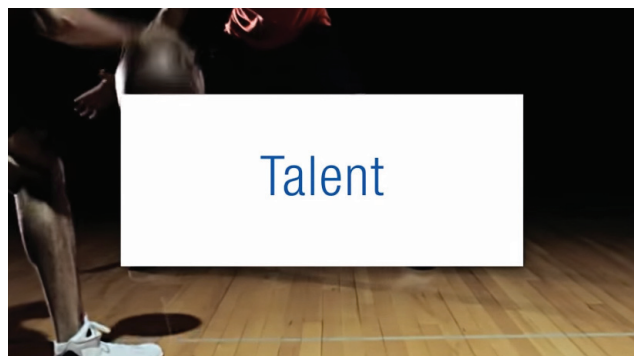


The LinkedIn Solution

Mercuri Urval has used LinkedIn for over two years and uses a range of services including a global Company Page, several regional Company Pages and multiple LinkedIn Ads – and that's not all.

'I use it for market analysis of the industry I'm looking at,' says Annemieke.

Struggling to fill a global sales role for a particular client, Annemieke decided to use LinkedIn to research similar roles in other companies. It turned out that employers didn't refer to these jobs as sales roles; they used titles like 'project engineer', which is why her keyword searches had been bringing up the wrong candidates.



'Thanks to LinkedIn it was easier to find what job titles they're actually using,' she says, 'now we've found a lot of good candidates who are interested.'

Mercuri Urval also uses CheckIn to digitally capture candidate details, including their LinkedIn profile, at events like job fairs. 'I'm a big fan' says Annemieke. Why? Because it saves her time and helps her get in touch with people she meets at events.

Recruiters can personalise CheckIn forms to include useful questions: in Mercuri Urval's case, asking candidates what type of job they want works well.

The CheckIn tool saves directly to the Recruiter tool, eliminating the cumbersome process of collecting and sorting paper CVs and allows recruiters to quickly follow up with promising candidates after the event. 'This is really useful' says Annemieke, 'we don't have to wait.'

The form also stays online for two weeks, which Annemieke finds very helpful; 'I put a link to the form on my LinkedIn page after job fairs for anyone who's interested to fill in,' she says.

Real-world recruiting benefits

Mercuri Urval originally only had a few recruiter seats, but now has 70 to 80, including one for each recruiter in its Belgian division.

The benefits for Mercuri Urval include:



Industry knowledge.

Recruiters can use LinkedIn for market analysis when they recruit for new industries or roles. 'It's a really good asset that gives you a broader perspective,' says Annemieke.



Successful candidates.

CheckIn helps Mercuri Urval to match candidates with jobs that they're not only qualified for, but that they really want. 'In the last couple of years many of the people we've found through LinkedIn have been successful and got the contract,' says Annemieke.



A helping hand.

Advice and answers are available to recruiters whenever they need them through their LinkedIn contact. 'Whenever I have a question I can email them directly,' says Annemieke, 'I always get an answer really quickly.'



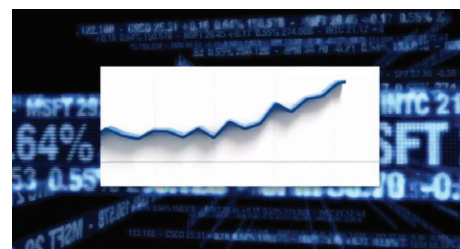
User friendly.

'LinkedIn is really user friendly and they're changing things all the time to make it even easier to use,' says Annemieke.



Savings all round.

LinkedIn helps Mercuri Urval save time and that impacts the bottom line: 'it costs money if you spend a lot of time on admin work,' says Annemieke, 'so of course LinkedIn is cost-saving, personnel is the most expensive thing there is.'



LinkedIn helps Mercuri Urval to streamline its processes without compromising on quality candidates. LinkedIn is growing and everyone knows it: it has 300 million users around the world. 'It's huge and we've seen success with it,' says Annemieke, 'I really believe in LinkedIn, it makes us yet a little more future-proof.'

LinkedIn user tips



Get more out of LinkedIn. Use it to research and map the industries you recruit for, as well as finding high-calibre candidates.



Use CheckIn to make contacts at job fairs and other events without the tedious admin.



Learn more about how to find success with LinkedIn along with other recruitment tips with LinkedIn webinars.