



GN Store Nord
refines its employer
brand with LinkedIn



Profile

GN Store Nord is a world leader in hearing aids through GN ReSound and in headsets through GN Netcom and its brand Jabra.

The company is over 100 years old, having been formed in 1869. It operates in more than 90 countries and employs more than 5000 people.

The Challenge

GN Store Nord incorporates seven major businesses across three key global markets - the US, China and Europe - and each market has its own local HR and recruitment team.

Martin Arvidsen's job as Global Talent Acquisition Manager is to align the campaigns and social media investments these teams make so that GN Store Nord presents a unified employer brand and creates more buzz around its career opportunities.

For help with this, Martin turned to LinkedIn.



'Our LinkedIn pilot in the US was an amazing success: we saw a lot of ownership coming from appointed stakeholders, which was really great.'

Martin Arvidsen
Global Talent Acquisition Manager, GN Store Nord

Highlights

- In 2014 GN Store Nord ran a LinkedIn pilot program in the US and made six direct hires in just six months.
- GN Store Nord increased its Company Page followers from 8,000 to 25,175 in just nine months.
- The pilot program, which started in May 2014, achieved a full return on investment by Christmas of the same year.



The LinkedIn Solution

In May 2014, GN Store Nord launched a six-month LinkedIn pilot in the US.

'Our first focus was to clean our presence up,' explains Martin. GN Store Nord had 11 Company Pages and none were connected to the parent organisation. 'We merged the data to create one Company Page and six localised Career Pages associated with it.'



In just nine months, GN Store Nord grew its Company Page followers from 8,000 to 25,175. 'I expected ten percent a quarter,' says Martin, 'but we did so much better, it's really amazing.'

The second success criteria for the pilot was establishing a recruiter team and building experience with the Recruiter Tool so as to get candidates through the system and hired.

In the US, GN Store Nord primarily recruits hearing specialists, which is a niche market. Despite that challenge, however, the pilot team made six hires through LinkedIn in just six months.

'Recruitment can now provide a much better service to line managers and there's been a great internal response,' says Martin.

Real-world recruiting benefits

'It's my ambition to eventually use LinkedIn for all recruitment,' says Martin. After the six-month pilot, Talent Acquisition team took the lessons learned and began to implement LinkedIn across the business.

The opportunities for GN Store Nord are wide-ranging:



A constant learning process.

Talent Acquisition team gets regular updates and metrics from LinkedIn that help him optimise his campaigns. For example, he's found that while in the US it's vital that each vacancy has its own Job Slot, in Europe it may be possible to share them between vacancies.



Business support.

Talent Acquisition team has regular meetings with his LinkedIn account manager and together they set KPIs and plan ways to meet them. 'Having a system in place and someone to advise you and help you better your business - that's just as helpful as the tool itself,' says Martin.



Better use of resources.

Business partners can use LinkedIn to search for region- and role-specific candidates, so they know if there's a talent pool to reach out to for what they need. This in turn saves the time and money that would have previously been spent engaging head hunters.



An individual boost.

Talent Acquisition team has 900 LinkedIn contacts himself and regularly shares company updates and job opportunities with them. 'Many of the line managers and HR staff are doing the same,' says Martin, 'and though it's less tangible, we're seeing an improvement in awareness and employer branding as a result.'



'I've spent a lot of time emphasising how satisfied I am with LinkedIn,' says Martin. 'LinkedIn have pushed us to do new things and have helped us create success stories.'

LinkedIn user tips



If you get a reply to your InMail within 90 days, your InMail credit is returned to you. 'This helps you really focus when you reach out,' says Martin.



Understand your market. For example, the conversion rate for InMails in the US is one in five (lower than in Europe), because people receive so many.



Get line managers to share their vacancies with their own network and to increase reach and spark more personal interactions.