

ConnectedGroup Case Study

CONNECTEDGROUP

ConnectedGroup was founded in Hong Kong in 1997 and has since emerged across the region, in Shanghai and Singapore, covering China and South East Asia regions respectively. ConnectedGroup specialize in executive recruitment and search for a broad range of industries and functions. With 65 staff across three offices, the team continues to maintain a boutique style approach in servicing clients, ensuring the quality of engagement on each account is tailored and thorough.

Sourcing high quality candidates as opposed to a high quantity of candidates has been a powerful component to achieving success through ConnectedGroup and LinkedIn's combined business model. With ConnectedGroup's mission of 'being remembered for exceeding expectations' they have been eager to embrace new technologies that enable them to meet this goal with clients and candidates alike.

Recruiting Challenges in a Saturated Market

Prior to utilizing LinkedIn solutions, Mathew Gollop, Group Managing Director, ConnectedGroup, identified one of the key challenges as identifying and then accessing a high-calibre pool of talent, in an efficient and timely manner. "One of the major success factors while headhunting in a competitive market is speed of access to the talent pool which can be negatively impacted by recruiter's approaching candidates outside of a trusted network."

ConnectedGroup also faced difficulties in successfully targeting senior candidates in markets outside of their core geographies. Opportunities were being missed to access global talent, due to limited international connections and brand awareness.

Challenge

- Ensuring efficient access to relevant talent pools in competitive market conditions
- Lack of supporting and background information when approaching candidates

Solution

- LinkedIn Recruiter
- LinkedIn Jobs
- LinkedIn Career Page

Why LinkedIn?

- Access to a trusted and up to date talent pool
- Ongoing support and consultation with in depth analytics
- Global brand awareness

Results

- Improved engagement on InMail, 75% response rate
- 1788% follower increase in 12 months on the Career Page
- Immediate return on investment
- Improved Talent Brand Index

Higher Efficiency in Achieving Business Goals

Since adopting LinkedIn and more specifically, LinkedIn Talent Solutions, ConnectedGroup has encountered substantial improvements across many divisions of the business, including, improved external company recognition, ability to efficiently target high-calibre talent, and ongoing employee satisfaction. Gollop explains, "LinkedIn has empowered my consultants and given them the ability to target candidates in a trusted environment."

One of LinkedIn's tools, LinkedIn Recruiter has increased ConnectedGroup's capability in mapping a sector, with faster communications and a higher response rate on InMail, leading to data and information being collected at a rapid rate. In terms of LinkedIn Ads, over 75% of ConnectedGroup's responses are relevant to the role advertised. Gollop comments, the impressive response rate signifies the quality of active and passive candidates on LinkedIn and their willingness to respond to advertisements which they find credible. He further explains the increased response rates have saved ConnectedGroup consultants about 15 - 25 per cent of their candidate response screening time.

"One of our highest salary placements would have been near impossible without LinkedIn InMail," said Gollop. ConnectedGroup were faced with a challenge of sourcing five eligible candidates for a professional services and technology role, with a one day turnaround. The speed from initial contact to response, plus the additional understanding of the talent landscape, allowed ConnectedGroup to satisfy their clients' demands and complete the opening phase of a high-level search within a number of days and consequently securing client commitment for the remainder of the assignment.

Enhancing the Talent Brand

Gollop acknowledges the countless benefits since implementing LinkedIn Talent Solutions, including the Career Page, Jobs and Recruiter. He claims the positive impact these tools have had at ConnectedGroup have been incomparable to other recruiting tools and services. Within 9 months, ConnectedGroup's Career Page received over 17,000 followers, this rapid traction was gained through developing a content focused approach and brand strategy, amplified through their Career Page. ConnectedGroup is now positioned as a thought leader within the industry, leveraging the Career Page as a go-to information and content hub for existing and potential clients and candidates, further generating company credibility.

LinkedIn's Talent Brand Index quantifies and benchmarks the strength of a recruitment agency's brand, creating data driven insights and delivering a justified score. ConnectedGroup's investment in LinkedIn Talent Solutions has had a direct impact on the company's Talent Brand Index showing a drastic rise since the introduction in 2013.

"LinkedIn allows us to identify high quality talent through efficient engagement, resulting in increased business success."



Mathew Gollop
Managing Director
ConnectedGroup

The Talent Brand Index score has assisted in attracting top talent and higher rate of InMail engagement, now at 44 per cent engagement. The score has also allowed ConnectedGroup to measure the performance against competitors, Gollop comments the results provide invaluable insights which drive key strategic changes within the organization.

In addition to LinkedIn Talent Solutions, ConnectedGroup also benefited from the personalized consulting style and ongoing communication from their Hong Kong based LinkedIn representative. "Our representative personally invested in our journey from the start, he continually provides in depth analytics, training and constant support around the clock, he gives service above and beyond our expectations."

Consultants to be LinkedIn Experts

Currently 80% of ConnectedGroup consultants and researchers utilize LinkedIn Talent Solutions, and within the next two years the company intends to fully integrate LinkedIn into the business, with 100% of recruiters operating on LinkedIn Talent Solutions. "I aim to further position my team as LinkedIn experts and industry thought leaders, implementing deeper training programs with the ambition of offering clients further value added services," said Gollop. "We want to work closely with LinkedIn, dive into our Talent Brand Index analytics, including comparison to our competitors and member engagement and work these findings in order to differentiate ConnectedGroup."

Gollop believes that LinkedIn is a game-changing influence on the recruitment industry and needs to be embraced by the agency sector in order to continue to remain relevant. "If we are going to be experts in search then we need to be experts at utilizing LinkedIn at a level beyond our clients so we can bring them increasing value." ConnectedGroup has been able to define a specific and significant return on its investment and has been able to open the door on a wider range of future opportunities due to the scope of resources at their disposal.

To learn more about LinkedIn Talent Solutions, please visit <http://talent.linkedin.com>