



Achieved Return on Investment in three months

“Our association with LinkedIn has been fantastic. We have leveraged LinkedIn’s potential to grow our business immensely.”



Sanford DeSouza,
Assistant Vice President - Operations,
Global Consultants Inc., Bangalore

Company Profile

Global Consultants is a premier recruitment search firm headquartered in Bangalore with partners across US and South East Asia.

Key Challenges:

Tap the passive talent pool

“Restricting ourselves to only the active talent pool was causing a hindrance in closing a number of assignments”, says Sanford. In the hiring industry, passive candidates are those who are not currently looking for a job, but if the right one comes their way, they might be inclined to take it. With the active pool being limited, passive talent pool proves to be a good source of quality candidates. Locating relevant candidates out of the passive talent pool was another challenge faced at Global Consultants.

Highlights:

- Brought relevancy and saved time
- Ventured into new segments and industries
- Overcame challenges faced in constantly sourcing niche skills
- Met ROI in a span of 3 to 4 months

Overcome duplicity of candidate profiles

Another major concern at Global Consultants was to seek relevant candidates for quality hiring. With the huge pool of resumes available online, it was almost impossible to gauge the authenticity and relevancy of profiles.

Constant sourcing of niche skills

Identifying the right candidate with relevant skills is by far the biggest obstacle a recruiter faces in the entire cycle of recruitment. The traditional methods of hiring were not sufficient in sourcing those skills that were relevant to various job profiles. At Global Consultants the concern was also to grow as an organization which was being constantly challenged due to the use of inadequate and traditional methods of hiring.

Solutions:

Shift from traditional to social recruitment

"It is immensely important to understand as recruiters that the social media landscape in the recruitment space is growing at a rampant rate," says Sanford DeSouza from Global Consultants. Global Consultants associated with LinkedIn with an objective of "overachieving targets" and effectively did so by tapping the right market.

LinkedIn Talent Solutions to tap the right talent

LinkedIn Talent Solutions has largely supported Global Consultants to continuously source niche skills on a regular basis. It also gives recruiters a system to better monitor, track, and manage talent that is being searched or might fit the profile needed. "Moving from a premium LinkedIn account to LinkedIn Talent Solutions gave us much better results", mentions Sanford.

LinkedIn Recruiter License

With a huge pool of members online, LinkedIn provides the opportunity to tap into the right market; helping in being ahead of competition. The Recruiters License allows a recruiter to view complete profiles and connect with potential candidates via InMails as opposed to invitations. On a day to day basis, recruiters at Global Consultants use the LinkedIn Recruiter License for over 6 hours not only to tap potential candidates but also research new markets and industries. The detailed filters available in the recruiter product have enabled them to zero down on relevant and quality profiles.

Results:

Brought relevancy

With the use of LinkedIn Talent Solutions they were able to capture the passive market efficiently. The number of resumes being processed on a day to day basis has largely been reduced, thereby bringing in relevant profiles.

Met ROI in a span of three months

"We have successfully been able to meet our return on investment in a span of 3 to 4 months from the time of being associated with LinkedIn. And our long term plan is to continue this association. Overcoming the challenges faced in the traditional modes of hiring has definitely given us a competitive advantage", says Sanford.

New Business Development

"We have realized and understood the importance of building relationships not only from a recruitment perspective but also from a business development perspective", says Sanford. The organization has been able to venture into new markets and industries. Not only has it removed the norm of restriction into a specified industry, but also enabled Global Consultants to grow as an organization.

"As recruiters, it is important for us to understand and leverage the social media landscape which is growing at a fast rate."



Sanford DeSouza,
Assistant Vice President - Operations,
Global Consultants Inc., Bangalore

Visit talent.linkedin.com to know more about LinkedIn Talent Solutions or you can write to us at india-sales@linkedin.com



Copyright © 2013 LinkedIn Corporation. LinkedIn, the LinkedIn logo, and InMail are registered trademarks of LinkedIn Corporation in the United States and/or other countries. All other brands and names are the property of their respective owners. All rights reserved.