



LinkedIn proves to be the one recruitment tool to rule them all for Quinyx

'LinkedIn is great for a combination of finding new customers, increasing awareness and, in turn, improving our employer brand.'

Karin Wennerholm
HR Manager, Quinyx

Profile

Quinyx, headquartered in Sweden, develops the innovative, web-based workforce management tool, Quinyx WFM. Designed for labour-intensive organisations, Quinyx WFM covers everything from scheduling to budgets, holidays and more.

The company has grown rapidly in the last year and now employs around 70 people, including representatives in the UK and Norway. As an employer, Quinyx retains its entrepreneurial spirit and startup-style flexibility.

The Challenge

Until last year, Quinyx had no dedicated HR department. Line managers had their own work to do, so when they needed a new hire, they turned to recruitment agencies. However, as recruitment increased, the cost to the HR budget grew too high.

The company plans to take on around 40 new hires this year, from R&D engineers to product managers, sales and marketing to finance, so decided to hire an HR manager. Karin Wennerholm joined Quinyx last October and having used LinkedIn in a previous role, started using a Recruiter Licence in her new job as soon as possible.



Highlights

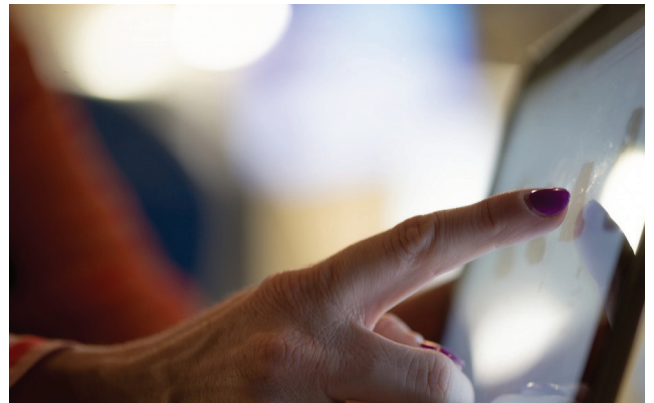
- Quinyx hired 14 new employees in January and February 2015. Four came through the proactive LinkedIn solution and half of the hires were followers before starting to work at Quinyx.
- Quinyx has increased its Company Page followers from 300 to 919 relevant professionals in just four months.
- LinkedIn gives the organisation a single tool for all its recruitment needs and enables Quinyx to showcase their employee value proposition.



The LinkedIn Solution

With 70 employees, Quinyx is still a relatively small, entrepreneurial company, so Karin started by signing up for the LinkedIn Recruiter tool and two Job Slots, while also getting to work on the company's Careers Page.

Karin is currently using LinkedIn to focus on recruitment and employer branding. 'Being a business-to-business company, it's not so easy to speak to our market,' explains Karin, 'so it's tricky to get our name out as an attractive employer.'



By increasing activity on Quinyx's Careers Page and increasing its Job Slots from two to four, however, Karin has seen a real improvement in the number and quality of applications she receives.

'LinkedIn is proving to be the tool I was searching for,' says Karin, 'and while I've not calculated the specific ROI yet, it's definitely had a positive impact.'

Real-world recruiting benefits

Already, in just four months, Quinyx's Company Page followers have increased from 300 to 919, and in the first two months of 2015, four new hires have come through LinkedIn.

'LinkedIn is so much more than an advertising tool,' says Karin. And the benefits for Quinyx are wide-ranging:

Access to a passive market.

Karin has tried other recruitment tools and sites, but, as she says, 'they don't allow passive candidates to see job ads. LinkedIn, on the other hand, can target everyone.'

Building a community of followers. Quinyx has managed to build a living community on LinkedIn where they showcase the company, their career opportunities, updates and company news. In a short period of time they have also built a pool of followers and about half of hires are followers before starting to work for Quinyx.

Preparing for the future.

With the LinkedIn Recruiter tool, Karin is able to build up a pipeline of potential talent by tracking applicants who may be under-qualified for a position today, but who might be perfect in a year or two's time.

User-friendly platform.

'I find LinkedIn Talent Solutions really easy to use,' says Karin, 'and candidates have an easy time applying for jobs too.' This helps to cut down the amount of work required to recruit a new hire and maximises the number of applications.

Responsive service.

Karin has found her LinkedIn Relationship Manager 'really helpful' and the customer services team are always quick to respond and do all they can to fix any issues.

I have responsibility for all HR-related matters and I don't have time to use three or four different recruitment tools,' says Karin. 'LinkedIn lets me take care of employer branding, advertising, candidate tracking and more, all in one tool.'



LinkedIn user tips



Don't discard under-qualified applicants: add them to your pipeline to follow up with in 12 months' time. Who knows what experience they will have by then?



Regularly share blog posts on industry news, new clients and other relevant topics to increase followers and engagement on your Company Page.



If you're in a period of rapid growth, keep your Job Slots relatively open so as not to eliminate people suitable for your pipeline.