



This is Catherine LinkedIn helped reduce cost per hire by **30%** in 2014.

"With LinkedIn, we turned a little-known company into the #2 employer in all of Singapore."

CATHERINE SCHLIEBEN Director of Recruitment





# Company Profile

Worldpay is one of the world's leading electronic payment services companies, employing over 4,500 people and processing over 26 million transactions every day.

## **Business Objective**

# Promote Worldpay as the employer of choice in Singapore

To combat Worldpay's lack of awareness in the area, Catherine Schlieben, Director of Recruitment for Worldpay, sought to build the company's "talent brand."

"Talent brand," noted Schlieben, "is the highly social, totally public version of your employer brand that incorporates what your talent past, present and potential thinks, feels and shares about your company as a place to work."

With the goal of a more favourable talent brand and the hiring of 10 corporate support managers in Singapore and Asia in six months, Schlieben and team employed LinkedIn to jumpstart the effort.

# The Solution

#### Get the word out

- In April of 2014, the permanent recruitment team was brought in-house to save money and have more control over their efforts.
- To supplement the company's limited careers page, Worldpay put together a LinkedIn Careers page dedicated to Singapore and Asia.
- Worldpay began warming up the prospective talent pool by teaming with LinkedIn to create a targeted online ad campaign.
- Using a Talent Direct campaign, Worldpay created an e-mail using video to send out 2,500 InMails to those already familiar with the effort via the ad impressions.

## The Results

#### Better impressions. Fewer costs.

Posting powerful content on diversity and culture has helped a small company win big:

- According to LinkedIn's Talent Brand Index, Worldpay is now ranked as the #2 employer in all of Singapore.
- In Singapore, their LinkedIn followers increased 62% in the first month alone.
- Cost per hire was reduced by 30% in 2014.
- Open rate of InMails was over 20%.
- 32% of those who opened InMails responded with interest.
- LinkedIn Career Page views in Singapore increased eightfold in the first month of the program.
- 69% of new hires in Singapore were impacted by LinkedIn.
- 11 of the 16 new hires viewed a LinkedIn media ad or Worldplay job before their hire.
- Investment in talent brand drove down time to hire 25% in 2014.
- In 2014, Worldpay increased their number of LinkedIn followers from 10k to 20k.

"61% of UK corporate recruiting leaders are investing more in employer brand than they have before, using LinkedIn to get there was the logical next step."

"When you're ranked as the #2 employer in a market where you had very little awareness such a short time ago – that's a very powerful number to show your stakeholders that their investment is really paying off,"

### What's Next?

#### Stick with what works.

In Singapore, Worldpay was able to find a winning formula with the help of LinkedIn. With an effective strategy already figured out, Worldpay plans on applying the same successful methods in China and London:

- Implement an InMail campaign to engage technology candidates
- Attract passive talent and promote the brand with interesting, insightful content
- Blend marketing messages to give insight to candidates about the spirit and culture of Worldpay

In a short period of time, Worldpay grew from relative obscurity in terms of local awareness to becoming the #2 employer in all of Singapore. This success story has proven to Worldpay stakeholders the value of a LinkedIn partnership and created a blueprint for future success in other regions worldwide.

