

The art and science of recruitment in a digital age

Viventis Search Asia leads the way in data-driven talent acquisition

Viventis Search Asia
Size: 94 employees
Industry: Recruitment

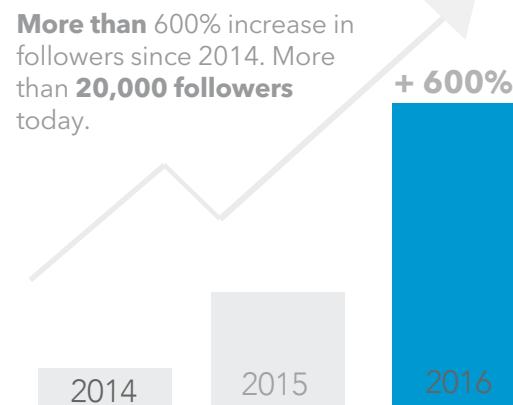
In an era of digitally-empowered mobility, the competition for talent is fierce and conventional recruitment strategies alone are not enough to address current needs. As one of the leading recruitment solutions provider in the Philippines, Viventis Search Asia (Viventis) is an industry veteran that has grown from strength to strength over the past decade. Key to its success is the ability to nimbly adapt to the rapid digitisation of the recruitment landscape, which has dramatically transformed the way businesses and individuals connect.

With the emergence of readily available digital platforms catering to an increasingly tech-savvy market, Executive Director and Founder Yu Ming Chin knew that Viventis had to offer new and value-added recruitment solutions to clients in order to differentiate themselves and stay ahead of the competition. In addition to acquiring new digital tools and capabilities, Viventis thus needed to recalibrate their recruitment strategy as the demand for talent with international experience grew.

"I saw the potential of digital technology that was about to impact businesses everywhere," said Yu Ming. "It was the perfect opportunity to take our business to the next level but we needed the right partner - and we chose LinkedIn." One of the first to leverage LinkedIn's global network and tools from Recruiter Professional Services Licences, LinkedIn Recruiter Certifications to sponsored content, Viventis effectively placed itself ahead of the curve in offering a suite of value-added recruitment solutions that enabled clients to successfully navigate the changing talent landscape.



"Our partnership with LinkedIn has been instrumental in providing us with the channels, tools and capabilities needed to become the recruitment firm with the strongest brand presence and highest brand recognition in the market."



Highlights



Faced with the challenges of growing digitisation within a highly competitive market, Viventis Search Asia needed stronger branding and a more strategic, data-driven recruitment approach.



There was a critical need to develop the expertise necessary to maximise increasingly popular digital sourcing channels.

Lessons learned

- 1 "Anticipating the proliferation of digital technology and the potential transformation of the entire talent industry, we invested in LinkedIn to equip ourselves with the means to transition into a new era."
- 2 "Today, a successful recruiter is one who can skilfully leverage digital platforms like LinkedIn to provide value-added solutions to clients based on sound data analytics and a global pool of quality candidates."
- 3 "LinkedIn has enabled us to significantly broaden our client and candidate network, improve the level of responsiveness, conduct more targeted searches and deepen the engagement with our target audience through meaningful content."



Results



MORE THAN 600% GROWTH IN THE NUMBER OF FOLLOWERS SINCE 2014, WITH MORE THAN 20,000 FOLLOWERS TODAY.



80% INCREASE IN THE NUMBER OF CONSULTANTS WHO HIT THEIR MONTHLY QUOTAS.



UP TO 40% INCREASE IN NUMBER OF CONSULTANTS WHO ARE ABLE TO EXCEED THEIR MONTHLY QUOTA.



MORE THAN 8 TIMES THE NUMBER OF LINKEDIN-CERTIFIED RECRUITERS COMPARED TO 2014.

Developing a winning formula

As the recruitment landscape evolved along with the spread of digital technology, so did Viventis. The company developed what it coined the "Winning Formula in Executive Search" in which the partnership with LinkedIn played a central and strategic role, underpinning a comprehensive strategy to gain market leverage and strengthen its overall value proposition.

From developing core capabilities to executing effective searches and engagement on a digital platform, Viventis adopted a systematic approach towards mastering the art of recruitment in a digital age. One of the first priorities was to equip its existing team of consultants with the necessary skills and expertise to effectively utilise and maximise digital sourcing channels. To this end, Viventis consultants were given training to prepare for LinkedIn Recruiter Certification examinations.

By mastering tools like LinkedIn Recruiter Professional Services and LinkedIn media solutions, Viventis could easily access a global pool of talent, using sponsored content and advertisements to drive deeper and more impactful engagement with target audiences. With rapid regional growth leading to an increasing demand for candidates with global experiences, LinkedIn offered the advantage of targeted searches for quality talent, profiling and assessing their suitability for a given role. This not only resulted in a stronger brand reputation, it also helped to forge much stronger client partnerships in the long run.

Tapping on data in LinkedIn's talent ecosystem

The Human Resources industry was becoming more data-driven as digital technology became more ubiquitous and sophisticated. Today, successful recruiters are those who know how to employ data analytics and insights to profile and build an international network of candidates with the skills and experience that clients are looking for.

"In many ways, LinkedIn's ecosystem represents the future of the recruitment industry. While we have always been a people business, the availability of data has enabled us to enhance the recruitment process in unprecedented ways. With tools like LinkedIn media solutions, we are able to track the movement of talent, identify trends and distil insights, ultimately generating a lot of added value for our clients," said Yu Ming.

Empowered by LinkedIn, more consultants are able to achieve (+80%) and exceed (+30~40%) of their monthly quota.

Looking ahead

Always on the lookout for ways to help businesses better address their talent gaps, Viventis continues to develop their capabilities and know-how on LinkedIn. Equipped with strong training and digital tools, consultants are able to improve the level of responsiveness with a turnaround time of two to three days, close faster than before and with a much higher quality of execution and service.

Using LinkedIn media solutions and LinkedIn Recruiter Professional Services, the team is able to monitor and review their performance as individual recruiters and as a company, making sure that they are on track to achieve company goals. As Viventis strengthened their expertise on digital sourcing channels like LinkedIn, key performance indicators evolved as well. In the beginning, success was measured according to the frequency of logins and volume of profiles viewed, which has since changed to conversion rates and the number of successful hires.

There continues to be a demand for highly skilled global talent with critical competencies as companies grapple with the challenge of finding the right candidates to fill succession gaps. By growing the partnership with LinkedIn to provide holistic and value-added recruitment solutions, Viventis aims to make a long-term, positive impact on the quality of hires and level of employment across the market.

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