



Concur creates social advocates who attract attention from top talent

“Elevate is turning our recruiters into advocates, and is equipping them with an easy way to connect with and attract talent.”



Linda Lioe
Senior Program Manager, Employer Brand
Concur

Finding a simple solution to increase employee advocacy

Concur, which provides travel and expense management services, was growing quickly and needed a healthy pipeline of potential candidates. Linda Lioe, Senior Program Manager for Employer Brand at Concur, had two objectives for the company's recruiters and hiring managers for them to be more successful in attracting quality talent: become brand ambassadors and increase their engagement on LinkedIn. The challenge, Lioe says, was how to encourage Concur's talent acquisition team to engage with their professional networks more often, in a way that didn't require lengthy training and long ramp-up times.

To accelerate engagement and brand advocacy, Lioe tried a manual approach. “I'd remind them to write status updates on LinkedIn about the jobs they were recruiting for,” Lioe says. “But it was a one-sided process and wasn't very holistic. We realized that we needed to give them tools to help them become social.”

Challenge

- Increase recruiters' engagement with prospective talent
- Simplify the process of sharing news about the brand
- Easily find quality content to share with employees

Solution

- Empower recruiters to share relevant and engaging content using LinkedIn Elevate

Results

- Elevate users share **5x more frequently** than before, which is driving:
 - **2x more** views of Concur's jobs
 - **2x more** job applications
 - **2x more** followers of Concur's Company Page

Simplicity of the solution

"When we saw Elevate, we knew this was exactly what we needed," Lioe says. "Simplicity was the most important thing for us - whatever tool we chose had to make it easy for recruiters to engage online. Elevate is simple to use, and the dashboard is easy to understand."

Lioe logs in to Elevate twice a day to view engagement metrics, and also to schedule content that Elevate users can share with their networks. "The top content recommendations within Elevate give me stories to share with our recruiters," Lioe says. "I don't have to dig as much, since Elevate surfaces the most relevant news for my employees and their networks."

"The sharing happens organically, since Elevate makes engagement easy. Even our talent acquisition executives see the difference - they notice that longtime connections are re-engaging with them. Employees will tell me out of the blue that they love the helpful articles we share," Lioe says.

Recruiters using Elevate are also more confident about their ability to share information about Concur and become ambassadors of the company brand. "Elevate is turning our recruiters into employee advocates, who are better informed about their role in attracting talent," Lioe says. "Elevate is just genius - and our success with it is giving us ideas for expanding it to other departments."

Engagement happens organically

"We were hopeful that Elevate would increase engagement, but the results were even better than we expected," Lioe says. Concur recruiters using Elevate share content 5X more frequently. Their role as brand ambassadors is attracting the attention of prospective employees - by sharing, Concur's recruiters are driving 2X more views of their jobs and 2X more applications than before.

Visit business.linkedin.com/elevate to discover how LinkedIn Elevate can drive results for your business.