

Using insights to customize talent consultation offering

SUCCESS STORY

CGL has multiple clients across industries with various hiring needs who sometimes lack data to make strategic talent and workforce decisions. LinkedIn Talent Insights has elevated the role of CGL's consultants. They are key business-partners who can advise on business-critical decisions and provide more customized consultation services for each of their clients.



Real-time data and insights

allows them to provide a macro perspective of the industry while offering a micro view of every organization



Data-driven recruitment decisions

empower executives to focus on the right talent pools and hire more effectively



Improve Employer branding

through targeted campaigns based on talent availability in the market



THE CHALLENGE

Offering more customized talent consulting services

Most of CGL's clients are leading players in their respective fields, hiring for mid-to-senior-level professionals. These clients usually need guidance on getting started with recruitment of niche, skilled talent when entering new fields or new industries, to identifying possible locations for new offices. They often don't have access to a comprehensive database or talent demand models.

THE SOLUTION

Providing answers to business-critical questions

CGL is able to quickly map out the availability of talent across relevant industries and regions their clients are unfamiliar with using **LinkedIn Talent Insights**. The tool also helps them identify potential talent target companies, develop skill models, ranking systems, candidate capability models and demand models.

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LinkedIn Talent Insights helps us quickly put together a talent inventory model and make preliminary decisions. Our consultants are continuously interacting with candidates and carry a wealth of knowledge. By overlaying talent market trends from LinkedIn with our consultants' knowledge base, CGL is able to cater to clients' recruitment needs and help them hire the right high-level talent.



Johnson Xue

VP & Head of Knowledge Center
CGL

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