



Using data to understand the talent landscape and strategically build a recruitment plan

SUCCESS STORY

The consumer goods industry is highly competitive in regards to finding and hiring the best talent in the industry. The team at **Electrolux** wanted to further support their recruitment approach with strong candidate data to secure the talent they needed. Using LinkedIn Talent Insights, Electrolux's recruitment team is able to assess talent pools in targeted markets to strategically build a recruitment plan. This data also allows the team to speak confidently with hiring managers on the availability of talent based on hiring criteria.



Reduce time-to-hire

By identifying rich talent pools across all markets, the Global Talent Acquisition team was able to improve their time-to-hire, especially in regards to high demand candidates.



Enhance University recruitment

The team used Talent Insights to identify key universities producing the talent they needed. This led to developing strategic partnerships with universities, which Electrolux hopes will streamline their ability to find and hire talent.



Tailor data-driven messaging

With Talent Insights, Electrolux has been able to create highly targeted and more engaging candidate messages in order to better attract needed talent.



THE CHALLENGE

Replacing a highly manual, time-consuming research process

Electrolux manually researched applicant pool information and competitor information across different markets globally. While this delivered value for Electrolux they found the manual research to be time consuming and the relatively small sample size left them with incomplete information on which they could base their decisions.

THE SOLUTION

Using data to streamline recruitment strategy

The Talent Acquisition team used Talent Insights to plan Electrolux's long term expansion, mapping out talent pools and recruitment needs in different markets globally, months and years ahead of planned growth across a range of key markets. The team also used the hiring demand and employee count information in the tool to set expectations with hiring managers, particularly for hard to hire niche roles. Michele Walker, a Senior Talent Acquisition Manager, knew that manufacturing and engineering candidates in the US are in high demand and often had multiple offers from various companies. With this in mind, she used the hidden gems feature in Talent Insights to identify key pools of talent where she was more likely to find and hire talent.

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At Electrolux, we believe that our people have the freedom to shape their future. For this, we recruit based on the potential of people to adapt to whatever comes in their path. Talent Insights allows us to identify hidden gems where we can find the best talent across all markets.



Michele Walker

Senior Talent Acquisition Manager
Electrolux

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