



Using data to personalize messaging for hard-to-hire talent

SUCCESS STORY

Genpact is a global professional services firm driving business transformation, digital innovation and digitally-enabled intelligent operations for Fortune 500 companies with operations in more than 20 countries. To keep up with the pace of innovation, Genpact is constantly looking to hire senior engineering and product talent. The talent acquisition and marketing teams rely on LinkedIn Talent Insights to understand the talent supply in specific regions and create personalized marketing campaigns to attract and hire them faster.



Set hiring criteria with data

The talent acquisition team uses insights on talent availability to set the right hiring expectations with delivery managers and sales leaders.



Personalize talent marketing campaigns

The marketing team used the employee value proposition insights from talent insights to tailor their candidate outreach.



Pipeline and source faster

Using data to find the desired talent pools, Genpact shortlisted 21 candidates in less than 4 weeks.



THE CHALLENGE

Understanding the talent landscape and attracting the right candidates

As Genpact continues to emerge as a leader in digital innovation, the company is looking at building a team of high potential engineers who have expertise in building and scaling software platforms. These teams will build next-gen products for Genpact and drive complex transformations for their clients. To hire such talent, the talent acquisition teams had to go back to their drawing board, cull out insights to understand talent heat maps in the market and create a focused list of potential candidates.

THE SOLUTION

Data-driven talent marketing

LinkedIn Talent Insights helped the talent acquisition teams give the leadership and hiring managers a clear picture of talent availability in the market, specific companies to target and compensation benchmarks. With the right kind of data and insights, Genpact targeted 200 specific candidates through personalized talent marketing campaigns. In less than 4 weeks, the team was able to shortlist over 21 senior tech professionals, and hire them through a customized interview process and get them on board, faster.

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In just 4 weeks, we could go from understanding the talent availability in the market, to creating personalized campaigns for those candidates to rethinking the entire hiring process. This was completely threaded by data and insights. I'm happy we could use insights in the most effective way and change the game for us.



Akhilesh Nair

Senior Vice President, Human Resources,
Genpact