

SUCCESS STORY

ABERCROMBIE AND FITCH CO. TAILORS CANDIDATE OUTREACH AND SAVES TIME WITH LINKEDIN RECRUITER SYSTEM CONNECT

A&F Co. noticed that they lacked a single global view of their previous candidate interactions across multiple systems. They found that recruiters often operated in silos and had exposure to blind spots on candidate history. Switching to SmartRecruiters as their Applicant Tracking System (ATS) and implementing LinkedIn Recruiter System Connect (RSC), alleviated these challenges by consolidating candidate information and creating a robust, single view of activity and communication from LinkedIn Recruiter and their ATS. The A&F Co. Talent Acquisition Team can now confidently reach out to candidates knowing the full recruitment history of each prospect and tailor their messaging to account for previous interactions.

IMPACT

TAILORED CANDIDATE OUTREACH	A&F recruiters can personalize their outreach and confidently reference any past interactions candidates may have had with the company previously
IMPROVED TEAM EFFICIENCY	Recruiters successfully avoid overlap in their candidate outreach and have a full understanding of a prospect's history with the company
TIME SAVINGS	Recruiter System Connect has cut the recruitment team's candidate research time in half, simply by having all past history within one platform

“We now have the ability to pull up a candidate’s profile in either SmartRecruiters or LinkedIn Recruiter and see any interaction we may have had with that candidate. Having this organized view saves us time and enhances the candidate interaction with our talent brand.”



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