



Abercrombie & Fitch tailors candidate outreach.

SUCCESS STORY

Without a single global view of candidate touchpoints, the **Abercrombie & Fitch Co.** Talent Acquisition Team not only spent a lot of time collecting candidate data but also frequently found themselves reaching out to the same candidates. With LinkedIn Recruiter System Connect, candidate data can be viewed in one workflow, so recruiters can avoid overlap and cut down on research time.



Time savings

Consolidation of data via Recruiter System Connect cut candidate research time in half.



Improved team efficiency

Accurate information about a candidate's history with the company helps recruiters avoid overlap in candidate outreach.



Better-informed candidate outreach

Access to all candidate data in a single view means A&F recruiters can confidently tailor candidate messaging.



THE CHALLENGE

Disconnected systems waste time

With candidate data housed in multiple systems, A&F Talent Acquisition Team member Jared Best regularly spent valuable time on research. Disconnected systems meant Best and the other recruiters operated in silos, dealing with gaps in candidate history that caused overlap on candidate outreach.

THE SOLUTION

A comprehensive view of candidate data

For quick and easy access to accurate and up-to-date candidate information, the A&F team activated **LinkedIn Recruiter System Connect**. Now data in both **LinkedIn Recruiter** and their applicant tracking system, SmartRecruiters, is available in a single, robust view, which helps avoid overlap in outreach. Best and the team not only save time on research, but with the full recruitment history and up-to-date employment status of a prospect in hand, each recruiter can personalize messaging to create a more positive candidate experience with the brand.

[Learn more](#)

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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.



Jared Best

Talent Acquisition
Abercrombie & Fitch Co.