



# Locating Futuristic Skills for a Digitalization Strategy

## THE CHALLENGE

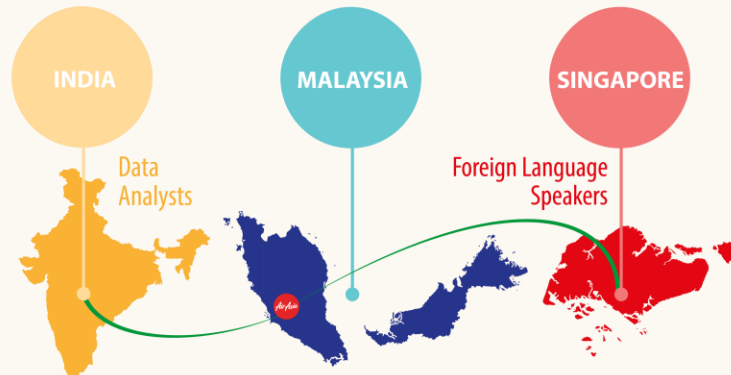
**AirAsia** has won plaudits for its success at bringing air travel to the masses by making it simple, affordable and comfortable for millions of people in Asia to fly. Having made it possible for literally anyone to fly, AirAsia now wants to harness the power of its data and network to drive even faster growth and create new lines of businesses in the travel technology space. To do so, it has embarked on a digital transformation, one that requires bringing in people with the right talent and skills.

The challenge, however, lies in finding the right talent to drive the transformation. AirAsia's Chief People and Culture Officer, Varun Bhatia and his team had to identify the skills necessary for the digitalization push, locating candidates with the suitable skillset, while keeping an eye on the hiring strategies of competing firms.

## THE SOLUTION

**LinkedIn Talent Insights** allowed Varun and his team to identify talented individuals critical to digitalising the company. This external pool of talent also allowed him to benchmark AirAsia's existing workforce against the market.

With LinkedIn Talent Insights,  
AirAsia located critical talent in the region.



“

LinkedIn Talent Insights helps us interpret the numbers, make sense of the data and define the skills of the future. With LTI, we have a macro view of the hiring market, which allows us to identify the critical skills needed in our digitalization push



**Varun Bhatia**

Chief People & Culture Officer,  
AirAsia

## SUCCESS STORY

Using LinkedIn Talent Insights, Varun and his team were able to make informed decisions on AirAsia's talent development and recruitment strategies. His team was able to back their hiring decisions with insights backed by market intelligence.



**Map the market for talent** by studying competitors' hiring trends and recruiting strategy



**Streamline AirAsia's hiring strategy** by dropping certain markets and focusing on niche talent pools in India and Singapore



**Boosting recruitment success,** through a targeted campus hiring strategy for technology and digital roles