

## Boyner elevates its recruitment process and employer branding through LinkedIn's Hiring Enterprise Program

### The challenge: Attracting and retaining top talent in a highly competitive marketplace

- Move away from traditional recruitment methods which had become overly expensive and inefficient for the company. Boyner needed to approach talent acquisition with a more focused, modern outlook.
- Talent retention was also a major concern for Boyner, with an alarmingly high turnover rate of 35% in 2022—to counter this, the organisation wanted to make efforts to improve their employer brand.
- Boyner struggled to connect with the younger demographic and establish itself as an employer-of-choice, impacting long-term growth of the company.
- They required candidates with tech skills to navigate rapid changes in the retail industry.

### The solution: Integrating platforms and increasing the abundance of candidates

- Boyner conducted an internal audit of their current recruitment process to identify key problems and see how LinkedIn's Hiring Enterprise Program (HEP) could solve them.
- They rolled out the program with the help of tailored training from the LinkedIn team, installing effective candidate engagement and hiring metrics.
- Through extensive use of LinkedIn features, Boyner improved their employer branding by showcasing company culture and achievements while actively engaging with potential candidates.
- They gained access to a larger talent pool without additional resources, reducing reliance on external recruiters, saving costs, and facilitating faster hiring processes through unlimited job postings.

57%

increase in  
hire rate

144%

increase in job  
apply clicks

85.71%

reduction in  
turnover rate



Retail | 6,000+ employees

**Goal:** Attract and retain top talent by streamlining their recruitment process and improving their employer brand.



At Boyner, our commitment to fostering a dynamic and inclusive culture is at the heart of our employer brand. Partnering with LinkedIn through their HEP Package has not only enhanced our recruitment strategies but also reinforced our dedication to connecting with talent that shares our values. Together, we are building a workplace where innovation thrives, and every employee feels valued.”



**Seda Kayrak Kiziltan**

Chief Human Resources Officer

