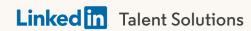# dunnhumby

dunnhumby uses talent data for strategic and day-to-day decision making

dunnhumby's challenge

dunnhumby, the global leader in customer data science, empowers large retailers and FMCGs – such as Tesco, Coca-Cola and Unilever – to make critical customer-focused decisions based on insights generated from data. Nine billion data records are processed every week based on the spending habits of customers around the world!

Insight also is the backbone of the strategy adopted by Tom Glover, EMEA Recruitment Manager at dunnhumby, to gain access to the best talent. LinkedIn Talent Insights (LTI) enabled dunnhumby to identify talent pools across the globe so that it could recruit the best people in the right locations. This market data ensured the business made the right business decisions for dunnhumby.

Linked in Talent Solutions

> **"**
>
> LinkedIn Talent Insights is now embedded into the dunnhumby recruitment process. It is the starting point and foundation of every successful hire, reducing costs and our dependency on recruitment agencies.
>
> **Tom Glover**
> EMEA Recruitment Manager
> dunnhumby

The results

Rapid growth

In 2019, dunnhumby expanded its global footprint, now operating in 31 countries. Tom and the global team were able to talent-map these new markets around the world to help hire the right people at the right time.

Facts not feelings

A data-driven approach is now a fundamental part of dunnhumby's recruitment philosophy, leading to faster decision-making and enhanced engagement.

Reduction in time to hire

Over the past nine months, real-time data has enabled the global recruitment team to reduce time to hire by ten days to fewer than 40 days.

The challenge

Sourcing local data to make global decisions

dunnhumby wished to further grow its tech operations across five regional hubs in LATAM USA, UK, Germany and India. It was paramount that the business had access to accurate talent data that would help them to make informed recruitment decisions. The recruitment team could use LTI to review key details on talent demand, skills availability and required compensation in order to make sound recommendations for its global people planning strategy.

The solution

A data driven culture

dunnhumby employed LTI to provide the business with a true picture of the talent landscape across the globe. This was achieved by identifying skills and talent mapping.

This data prepared the recruitment team to have insightful conversations with hiring managers. This led to clear and objective conversations during vacancy strategy meetings.

Such an approach had a huge success. For example, in Germany, a refreshed recruitment campaign led to one in 1.5 offers being accepted, compared to one in six previously. This was because dunnhumby was able to fully understand what in-demand software engineers wanted from an employer.

LTI has transformed how dunnhumby recruits people, allowing the company to make data-led decisions with its eyes wide open. In fact, this philosophy has not only dramatically reduced time-to-hire, it has also helped the team increase direct recruitment, reducing cost per hire and saving the business agency costs.

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