# peoplebank

# In challenging times, Peoplebank expedites quality candidate delivery with LinkedIn RSC

## SUCCESS STORY

As a specialist IT & digital recruitment firm, Peoplebank delivers top talent to some of Asia-Pacific's largest organisations, including blue-chip companies. When staffing demands and supply fluctuated during the COVID-19 crisis, Peoplebank stepped up to support employers with greater flexibility and speed. Recruiter System Connect (RSC), which integrates LinkedIn Recruiter seamlessly with Bullhorn, an Applicant Tracking System (ATS), has been key in propelling Peoplebank's vision to become Asia-Pacific's No.1 talent solutions provider.

Recruiter System Connect helped:

### Simplify recruiting for 'speed to market' quality hiring

"Tracking and cross-referencing candidates is quicker and far more accessible than before. Not only does this save time and allow for more searches, but it has also made searching very easy. We get a much-needed boost to 'speed to market'."

### Increased virtual collaboration and seamless sharing of candidate data

"I can now quickly reference past candidate interactions and notes left by other team members from within Bullhorn. This makes it much easier to reach out to quality candidates, while avoiding duplicate outreach."

### Allow recruiters to access data in real time

"The use of LinkedIn Recruiter System Connect is time-efficient in finding the candidate and getting quick access to the most current contact information and details of their recent roles."

**Dominic Glass**
General Manager, Victoria

**Hugh Morris Dalton**
Recruitment Consultant

**Ben Neal**
Recruitment Consultant

## THE CHALLENGE

### Lack of an integrated, accurate database

While Peoplebank had maintained an IT and digital talent pool of over 500,000 Asia-Pacific profiles on the Bullhorn customer management platform, candidate data was sometimes outdated or missing. To tackle this, Peoplebank tapped on LinkedIn's strengths in candidate record quality and accuracy by cross-referencing candidate data between LinkedIn Recruiter and Bullhorn. But this process was clunky as recruiters spent too much time switching between platforms to retrieve the latest information.

This need for speed and productivity became even more critical for recruiters as clients' staffing needs reached new levels of urgency during the pandemic. Recruiters would be thrown a curveball if a candidate they were searching for had a common name.

## THE SOLUTION

### A data bridge for quick, smooth access to different datasets

To make the most of its two different datasets, Peoplebank turned to RSC, which serves as a data bridge between the LinkedIn Recruiter and Bullhorn platforms. This allows recruiters to work uninterrupted using Bullhorn while reaping the functional benefits of LinkedIn Recruiter, and vice versa – saving them time, the burden of manual entries, and potential errors.

Besides automatically matching candidate details for the most up-to-date information, recruiters can view InMail history and reference previous notes from other recruiters on the Bullhorn interface. Past applicants can be synced between the two platforms to prevent duplicate outreach efforts, fostering greater collaboration among team members in these times of remote working. For Peoplebank, all this means being able to respond quickly and reliably to their clients when they most need it.

> "
> COVID-19 has been the catalyst for us to step up and adapt to the changing staffing needs during the pandemic. Solutions like Recruiter System Connect make recruiting more efficient and collaborative as it deeply integrates the core functionalities of Bullhorn with LinkedIn Recruiter.

**Michelle Oliver**
Chief Marketing Officer
Peoplebank