



Using Data to Make Smarter Hiring Decisions

Andy's challenge

Working within the rapidly expanding engineering industry, Andy faced the unique challenge of needing to identify exceptional talent and ensure a quick engagement and onboarding process for newly hired personnel. In Brisbane, water engineers were proving difficult to hire without any contextual knowledge such as size of the market and available talent pool, motivating factors for people to switch jobs, as well as movements within the job market.

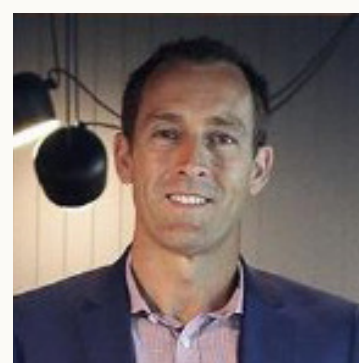


The solution

Andy used LinkedIn Talent Insights to study metrics which would help the company make smarter hiring decisions. Based on insights from these metrics, Andy was able to tweak the content of the job postings in a way that made WSP more attractive to potential candidates. Further leveraging these insights, Andy could also see how the engineering services firm stacked up against its competitors in terms of engagement and market penetration.



Access to LinkedIn Talent Insights provided answers to our recruitment questions, such as understanding how people were migrating between jobs, and what we needed to do to attract talent and fill our open job roles. After using LinkedIn Talent Insights, we have been able to better comprehend the market and tailor our recruitment approach to fit the market. As a result, our recruitment strategy is now built on the back of the data from LinkedIn Talent Insights.”



Andy Cross

Head of Talent Acquisition and Mobility,
WSP in Australia & New Zealand

The results

With LinkedIn Talent Insights, recruitment became much more than simply performing a word search. Armed with fresh and accurate datasets which facilitated the making of wiser and well-informed hiring decisions, Andy had gained a deeper understanding of the multifaceted market dynamics that determined talent flows.

10% reduction in hiring

time due to improved market understanding and insights on talent movement

Established measurement

capabilities to facilitate precise decision-making with regard to the skill and availability of quality talent

Equipped management

with better understanding of market dynamics

Received positive stakeholder

feedback on data-driven approach to hiring and manage talent resources