



Mavenlink

## Mavenlink streamlines remote workflow with New Recruiter and Jobs & Recruiter System Connect

### SUCCESS STORY

Mavenlink is a SaaS company providing technology and expertise to the Professional Services market. The company has experienced remarkable growth and international expansion over the past four years. In 2020 Mavenlink's recruitment team was presented with new challenges to collaborate and remotely hire at scale. Advancements in LinkedIn's New Recruiter and Jobs experience coupled with LinkedIn Recruiter System Connect (RSC) has allowed Mavenlink's recruitment team to increase efficiency, save time and improve candidate outreach transparency.



#### Increased Efficiency

The ability to save and update templates while remaining on a candidate's profile allows recruiters to quickly tailor their outbound messaging.



#### Time Savings

Recruiters now save up to a minute a search by connecting to Jobvite, Mavenlink's Applicant Tracking System, through Recruiter System Connect.



#### Enhanced Collaboration

With their team now working remotely, Mavenlink's ability to quickly see consolidated notes from LinkedIn and Jobvite increases transparency and prevents duplicative outreach to candidates.



## THE CHALLENGE

# Scaling to match growth needs

Mavenlink's continued growth and international expansion during 2020, demanded the continued adaptation of their recruitment process. As people began to work from home, the team looked to their tools and processes to help streamline candidate communications and enhance collaboration.

## THE SOLUTION

# Improving efficiency remotely

Mavenlink benefited from advancements made to LinkedIn's core products and connection to their applicant tracking system.

With LinkedIn's New Recruiter & Jobs, recruiters were able to save and create templates on the same page, which helped greatly in tailoring their messaging to candidates. The sophistication of LinkedIn's artificial intelligence in Recommended Matches provided relevant leads and also helped recruiters better tailor their boolean searches to include additional, relevant keywords.

With Recruiter System Connect, Mavenlink recruiters can view consolidated notes from LinkedIn Recruiter and their ATS in one place. By no longer having to switch between systems to access realtime candidate information, recruiters save time and avoid reaching out to the same candidates as their peers.

“

At Mavenlink, people are at the very core of our business. As we continue to scale with ever-evolving hiring needs, LinkedIn's New Recruiter and Jobs are must have resources. Our team trusts LinkedIn's tools to provide us real-time data and analytics.



Laura Sehrer

Corporate Recruiter, Mavenlink