Nationwide

How Nationwide
is redefining recruitment.

SUCCESS STORY

Nationwide Building Society has set its sights on being consumers' first choice for financing in the UK. To reach this ambitious goal, Resourcing Brand and Attraction Manager Lee Griffiths knew the company would need to attract top-notch people. So he decided to bring recruitment in-house using LinkedIn Recruiter, and sought to build brand awareness by leveraging the entire LinkedIn platform.

Data drives recruitment

The team now tracks talent flow, identifies candidates, and analyzes what's working—or not—with LinkedIn Recruiter data.

Personalization boosts response rates

Tailored InMail has generated a 32% open rate for recruiters, versus the industry average of 20%.

Branding fuels traffic

Content sharing has tripled Nationwide's LinkedIn followers—now over 70,000—and drives hundreds of people to its career site each month.

LinkedIn Talent Solutions

THE CHALLENGE
Reducing agency dependency

Lee Griffiths knew that recruiting the right people would be key to achieving the company's lofty goals. But using outside recruitment agencies was not only costly, it was excessive—wasting time by generating thousands of applications each month.

THE SOLUTION
Greater control over recruitment workflow

Rather than relying solely on outside recruiting agencies, Griffiths brought most of the sourcing and branding in-house, saving a significant amount of money. In-house resourcing teams track talent flow and identify potential candidates using **LinkedIn Recruiter** and recruitment software, and send personalized messages to candidates with InMail. The team also leverages the entire LinkedIn platform to share content and generate brand awareness. Data at every stage helps the team identify what's working (or not).

Learn more

> " When LinkedIn tells us that we've lost 53 people to one company but gained 56 from the same one, that tells me it's a good pool to fish in.

Lee Griffiths
Resourcing Brand and Attraction Manager
Nationwide Building Society