

SUCCESS STORY

OPTYMYZE REDUCES MANUAL SOURCING AND INCREASES CANDIDATE RESPONSE WITH RECRUITER SYSTEM CONNECT

The talent acquisition team at Optymyze, a global cloud services provider that transforms sales operations into a strategic advantage, spent hours each week manually transferring candidate information from LinkedIn Recruiter into their applicant tracking system (ATS) SmartRecruiters. Having candidate information scattered across platforms made it challenging for the recruitment team to track past conversations with candidates. Paige Bishop, Talent Acquisition Specialist, enabled LinkedIn Recruiter System Connect (RSC) to centralize candidate data from LinkedIn and SmartRecruiters. Having all of this information in one place allows Paige to confidently reference any past interactions candidates may have had with Optymyze in her new messaging. As a result of these more personalized InMail messages, Paige has noticed a higher InMail response rate.

IMPACT

TIME SAVINGS	By consolidating all candidate information from LinkedIn Recruiter and their ATS, Optymyze saves an average of 2 hours per week on candidate research
INCREASED EFFICIENCY	Exporting candidates from LinkedIn to their ATS in a single click has reduced much of Optymyze's manual administrative work
TAILORED CANDIDATE MESSAGING	Paige is able to reference any previous interactions a candidate may have had with Optymyze to personalize her outreach

“The context Recruiter System Connect provides through InMails and application history influences my outreach decisions and increases the likelihood of candidate response.”



PAIGE BISHOP
TALENT ACQUISITION
SPECIALIST
OPTYMYZE