



How Trafikverket modernised their talent strategy to recruit for today, and in the future

The challenge: Finding the right people, fast in a competitive market

- Market data showed that labour shortages and increased competition for talent was making the recruitment process more difficult.
- This, mixed with a traditional approach to recruiting and processes meant Trafikverket were struggling to find the right candidates for the jobs they were listing.
- The company needed new tools to be competitive and to meet future recruitment needs.

The solution: Building a data-led hiring process with LinkedIn Talent Solutions

- Trafikverket no longer saw a benefit in posting jobs on traditional sites – the talent they needed was instead waiting for recruiters and headhunters to come to them.
- LinkedIn gave Trafikverket the ability to work with a range of complementary tools through its Enterprise Program, so they could post vacancies and reach talent, all while actively searching for the right candidates.
- Trafikverket’s talent team were able to engage passive and active candidates more easily and were then able to build their employer brand on LinkedIn ensuring it’s seen by specific target groups.
- LinkedIn Talent Insights provided a strategic tool for Trafikverket to make informed talent decisions with real-time insights and feedback to help them understand what the labour market landscape looked like at any given time.

Transport | 10,000+ employees
Goal: Expand talent pipeline



“Together with LinkedIn, we are able to meet our organisation’s future skill needs.”



Hans Celander
Head of Competence, Trafikverket

“Without the current LinkedIn solution and our partnership, we would have a massive challenge to attract and recruit the skills we need now and in the future. This together with the data we can access about our brand performance and the talent market dynamics has become indispensable for us and something we have become accustomed to having access to.”



Emil Adén
Head of Talent Acquisition, Trafikverket



25%
reduction in failed recruitments

3,000
new roles filled in 1 year

1.6x
increase in followers on LinkedIn



reach

