



# How focusing on delivering learning has made Aramex an employer of choice

## The challenge: To increase employee retention in the competitive logistics field

- Aramex wanted to hire the best talents in the industry, especially in more specialised areas of the business; become an employer of choice for applicants; and be one of the top three logistics companies in the UAE.
- They also felt a need to increase gender diversity within the company, this became a priority when looking to attract new talent.

## The solution: Implementing Talent Enterprise Programmes to attract new talent and upskill employees

- Aramex partnered with LinkedIn on solutions such as, Learning, Hiring Enterprise Programme, and Talent Insights to make informed talent decisions with real-time insights.
- They purchased 6,000 LinkedIn Learning licenses to efficiently deliver training across over 60 countries. This ensured people had what they needed to grow in their roles, rather than looking externally for new opportunities.
- With LinkedIn Talent Enterprise Programmes, Aramex's global recruitment teams could access industry talent, and reach out to candidates directly, enabling them to build more personal connections during the recruitment stage.
- Glint also enabled Aramex to look at the data behind employee activation. This helped as they moved from an annual to a bi-annual survey in order to track employee satisfaction and catch any potential pitfalls or blind spots.

6,000

LinkedIn Learning licenses used in over 60 countries

85%

employee activation rate of LinkedIn Learning

62%

increase in followers on Aramex's company page



Logistics and Transport | 16,000+ employees  
Goal: Become an employer of choice for top talent



As part of our Key Talent Strategy, we have a responsibility and critical role in attracting the right talent and building the workforce of the future where we align business and people strategies, by applying effective sourcing and pipelining exercises. It's a combination of build, buy, and retain.

Our partnership with LinkedIn has given us access to a wide variety of qualified talent, having a positive impact on our hiring process. This has enabled us to build strong relationships with potential candidates, enhance our talent mapping, increase our market insights all supporting our strategy to better build our employment branding and value proposition."



**Chantal Schoombie**  
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