

# How Vymo scaled hiring with a lean team using LinkedIn New Recruiter & Jobs

## SUCCESS STORY

[Vymo](#) is the Sales Acceleration Platform of choice for leading Financial Institutions around the globe trusted by over 200,000 salespeople across 60+ global enterprises such as Berkshire, Aflac, AIA, FE Credit, Generali, AXA, Sunlife, and HDFC Bank. The platform solves for frontline personnel, sales managers and business leaders through mobility, insights and industry playbooks. Vymo is recognised by Gartner as a Cool Vendor and is funded by Emergence Capital and Sequoia Capital. With its operations scaling rapidly across North America, Asia Pacific & Japan, and India, speed & quality of talent acquisition has remained a strategic goal for the company. LinkedIn's New Recruiter & Jobs has enabled Vymo to find the right people as it moves into its next stage of growth.

LinkedIn New Recruiter & Jobs helped:



### Managing Scale

With a lean recruitment team, Vymo onboarded 170+ people in the past year – a feat that allowed the firm to scale at speed. From April 2020 to March 2021, LinkedIn Jobs sourced 51 percent of potential hires for Vymo. Today, Vymo employs people from 7+ countries.



### Make hiring cost-effective

LinkedIn Recruiter has become one of Vymo's top preferred sources for recruitment. Its advanced search filters let the firm search for who they want from any country with precision. It is also more efficient – For instance, LinkedIn Recruiter sourced – about 30 resumes for a particular role in Japan, for which a typical staffing agency could barely source five candidates.



### Ensure quality engagement

LinkedIn Recruiter provides structure to the hiring process with features like 'Skills Assessment,' which evaluates the quality of a potential hire. It allowed Vymo to hire quickly for leadership positions in its engineering and product department. It also shortened the hiring process – taking just 45 to 90 days for Vymo to procure new talent compared to the 4-6 months that we used to spend earlier.



## THE CHALLENGE

### Constraints in time and resources

The Vymo team has witnessed rapid scale since early 2020 where it has helped move over 200K sales people across the World to remote operations. The primary goal for the hiring team was to acquire the best talent suited for the open positions in a cost effective manner. Prior to using LinkedIn's Recruitment tool, Vymo's Job Openings were limited to Employee Network and Business outreach which impacted the pipeline of candidates.

## THE SOLUTION

### A smart way to do more with less

With LinkedIn New Recruiter & Jobs to expand Vymo's outreach exponentially. Over a three-month trial, **Vymo made 25 offers through the platform**, of which **more than 72 percent were accepted**. This hiring blitz continued throughout the COVID-19 pandemic, **with over 170 hires made in 2020**. **LinkedIn helped Vymo line up a steady stream of 60,000 candidates**, allowing it to scale at speed. By removing external recruitment consultants as middlemen, the company saved time and costs as well. LinkedIn has helped Vymo **reduce the time-to-hire process from four to six months to just 45 to 90 days**.

Since April 2020, LinkedIn has been one of the primary sourcing channels for Vymo, providing a stable pipeline of potential hires. Customised dashboards were set up for the talent acquisition team to assess the quality of a candidate, ensuring that Vymo gets good hires who can power the company in its growth. The metrics are also helping Vymo to hire for diversity in the workplace today

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LinkedIn has contributed immensely to scaling our hiring operations. We are optimistic of the value that we can deliver to our customers around the world with our global and diverse workforce.



**Damayanti Ghosh**

Head of Talent Acquisition  
Vymo