



# Zartis saves time and improves quality of outreach.

## SUCCESS STORY

At **Zartis**, recruiters spent a lot of time working in separate systems—LinkedIn Recruiter and Lever, their applicant tracking system (ATS)—compiling information on candidates before reaching out. Head of Operations Laura Sanchez Puente knew there had to be a better way. She found it in LinkedIn Recruiter System Connect, which provides easy, single-point access to data in both systems, including notes on past candidate interactions.



### Time saved each day

A consolidated view of candidate data saves each recruiter 30 minutes a day on average.



### Increased efficiency

Zartis recruiters can quickly review notes from previous phone screens with a candidate to determine if he or she would be qualified for a new position.



### Higher-quality outreach

Recruiters can better personalize outreach by reviewing candidate history and referencing past candidate interactions with the company.



## THE CHALLENGE

# A time-consuming research process

Before candidate outreach, Zartis recruiters spent a lot of time on research that required working in two separate systems—LinkedIn Recruiter and Lever, the Zartis ATS. The process involved a constant back and forth between systems that was highly manual and time consuming.

## THE SOLUTION

# Single-point access to candidate data

To cut down on the time it was taking to access candidate information in both **LinkedIn Recruiter** and the Zartis ATS, Sanchez Puente enabled **LinkedIn Recruiter System Connect**. Recruiters can now view a candidate's LinkedIn profile within their ATS, including the outcome of previous outreach attempts. With a complete and up-to-date view of a candidate, recruiters better understand what types of opportunities might be of interest, and tailor outreach messaging.

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Recruiter System Connect helped us create a database of candidates which includes all of our past interactions and notes. We save a huge amount of time no longer having to screen candidates our team has connected with previously.



**Laura Sanchez Puente**

Head of Operations  
Zartis

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