

Chalhoub Group uses candidate data to brand, source and hire e-commerce talent

SUCCESS STORY

Chalhoub Group is a leading partner for luxury goods across the Middle East. Faced with the challenges of COVID-19 and reduced traffic to brick-and-mortar locations, the Chalhoub Group expedited their e-commerce strategy. This shift in strategy required their recruitment team to quickly source and hire needed technical talent. Using talent pool data and insights on employer value propositions, recruiters successfully located and hired critical roles.



Locate Talent

Talent Pool data allowed the Chalhoub Group to quickly identify which locations contained the highest populations of candidates with needed skills.



Target Employer Branding

Recruiters used Employer Value Proposition insights to promote the benefits that resonated the most with their desired candidates.



Increase Trust and Efficiency

Armed with unique, industry and market data, recruiters were able to build trust with hiring managers, push back on hiring criteria and reduce agency dependencies and costs.



THE CHALLENGE

Quickly find ecommerce talent

Expediting the Chalhoub Group's ecommerce strategy also meant expediting the company's recruitment demands for more technical talent. Recruiters were in need of talent pool data and insights into what company qualities attracted candidates the most.

THE SOLUTION

Data-driven branding and recruitment

With the help of LinkedIn Talent Insights, the recruitment team at Chalhoub Group was able to discover which areas of Europe and the Middle East were populated with the technical skills needed to bring more of the company's business online. They also used Employer Value Proposition data to structure their employer branding messaging to candidates. Equipped with these insights, recruiters were able to push back on hiring criteria and properly set expectations with hiring managers. Chalhoub Group also saved time and costs by reducing their needs for staffing agency support.

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LinkedIn Talent Insights has helped us become a much more proactive recruitment team and reduce time and costs to find the people we need for our organisation.



Nicola Beck

Head of Talent Acquisition
Chalhoub Group