

MATERIAL HANDLING

Empowering Recruitment: Toyota Material Handling Europe's Success with LinkedIn's AI Features

Challenge: Navigating talent acquisition hurdles in a competitive landscape

- Victoria leads the talent acquisition efforts at Toyota Material Handling Europe, facing challenges such as sourcing the right candidates while being based in the geographically limiting area of northern Europe.
- The team's extensive use of LinkedIn to tap into a wider European talent market underscores the hurdle to provide a uniformly experience to all candidates, a critical factor for preserving Toyota's esteemed employer brand.
- Confronting a pronounced competence gap in engineering positions and enhancing gender diversity in the industry, Victoria's talent strategy approach is pivotal in overcoming these industry challenges.

Solution: Leveraging LinkedIn's AI Tools to Transform Recruitment Efficiency

- With LinkedIn's AI-Assisted Search, Victoria and team have reduced the candidate search time from 15 minutes to a mere 30 seconds, significantly widening their talent pool and enhancing their recruitment efficiency.
- The AI-Assisted Messages feature has revolutionized their candidate outreach, allowing for highly personalized communication that has led to increased InMail response rates and a more engaging candidate experience.
- These AI tools have not only streamlined administrative recruitment tasks but also bolstered strategic engagement with candidates and hiring managers, further solidifying Toyota's status as a top employer in the industry.

"It basically took me 30 seconds to provide a targeted list of over 65 candidate profiles. Before AI, it probably took us 10 to 15 minutes just to get started on that kind of search – now, it takes a couple minutes at most."

Victoria Söderlind Senior Recruitment Specialist



Reach

Transportation | 10,000+ employees

Goal 1: Increase hiring efficiency

Goal 2: Expand Talent Pipeline



AI helps with the mundane parts of HR, which lets us use our time more effectively. There's more time to personally connect with candidates, more time to strategize with hiring managers – we're really spending more time with people instead of spending time on things that could be automated."

Victoria Söderlind Senior Recruitment Specialist

