



CASE STUDY

Powell Industries

- Engineering business who manufactures and delivers electrical products across a wide range of sectors
 - Global presence: Americas, EMEA, and APAC
 - 3,000 total employees



THE CHALLENGE

Powell Industries' challenge — like many companies — is to quickly recruit candidates in high demand, who have specific skill sets, and are located across multiple locations. In the past, Powell Industries used staffing agencies to help the over-stretched recruitment team identify and recruit this diverse talent. And while this definitely helped speed up the recruiting process, it also increased the cost to hire to a point that didn't make sense for the business.

When their recruitment team dug into the data, what they found surprised them: candidates recruited through a staffing agency were leaving the business earlier than those recruited directly by Powell Industries. It was clear that the recruitment team needed to adopt a different approach and take back control of their recruiting process. This would not only get the talent they needed in the door, but also keep them onboard longer.



THE SOLUTION

Powell Industries decided to focus their time and investment on new ways to quickly bring in quality candidates who were the right fit for their company. After experiencing success with LinkedIn Company Pages and Sponsored Updates, they decided to test Career Pages. They were hoping that the platform could help them build their employer brand, access talent with a wider skill set, and help reduce churn of new hires. The team knew that to attract and retain the best talent, candidates needed to better understand how it felt to work at Powell Industries.

Career Pages have transformed the way Powell Industries pinpoints the right people for the right roles.

“We’re pretty unique. We’re a publicly traded company, but we are very value focused and very employee-focused. We pride ourselves on making sure that everyone feels like they’re invested in the company.” says Angie Booth, Talent Acquisition Recruiter. “Having the ability to put special stories on the LinkedIn Career Pages is really exciting - we can better share who we are, what we do.”

"The new Career Pages gives us a more personalized, visualized look, which is what I really, really like about it".



Angie Booth, Corporate Recruiter, Powell Industries



233%
rise in job clicks

39%
increase in
pageviews

THE RESULTS

Having coming from a place just months before, where they were struggling to recruit and retain talent, Powell Industries is already seeing very strong results and overall boosted morale.

- With the Next Generation of LinkedIn Career Pages, pageviews have increased by 39% —visitors are engaging more deeply in the personalized content.
- Job clicks have risen by an average of 233% compared to the legacy page.

Additionally, since Career Pages is shared across all locations, it ensures there's one central, consistent message being delivered at scale — creating an increase in overall efficiency.

And the bottom line? Powell Industries has been able to bring in more of the right talent and reduce attrition among employees.