AMS generates additional hiring efficiencies with LinkedIn's new AI features

Goals
Increase Hiring Efficiency

Employees
8,500 Employees

Industry
Recruitment Process Outsourcing

Challenge
Efficient and personalized candidate engagement

AMS has partnered with LinkedIn over a number of years to identify, source and engage the very best candidates in the market for our clients. Increasingly, candidates are looking for a consumer grade, personalized experience. The challenge? How to produce this at scale with tailored, relevant and thoughtful messaging.

How LinkedIn helped
Enhancing recruitment efficiency with LinkedIn's new AI features

AMS took advantage of LinkedIn's new AI features to drive a personalized approach to candidate outreach at scale. AMS sourcers were trained in using AI Search, enabling them to identify standout candidates more efficiently. Those same team members were also trained on AI-Assisted Messaging, which generates personalized messages by analyzing various aspects of a candidate's LinkedIn profile. This tool enabled sourcers to craft individual, personalized and relevant InMails quickly. These incremental enhancements across the sourcing process resulted in high levels of engagement and richer candidate experience, with better quality long-lists for hiring managers.

Results delivered

Higher Engagement

With the implementation of LinkedIn's AI-Assisted features, AMS achieved an InMail acceptance rate of 42%, which is almost double the industry average of 22%

Rapid Upskilling for New Recruiters

The simplicity of the new AI features within Linked In's recruiter tool allowed for easy adoption across AMS's sourcing team. Teams reported that the intuitive nature of the AI and its ability to "learn" with the user meant that it became a significant part of their approach to connecting and engaging with candidates.

High-Quality Candidates

The time saved by using AI-Assisted Messaging allowed sourcing professionals to focus on the human element of sourcing. Connecting with and understanding candidates and their ambitions in relation to the role. leading to an improvement in the overall quality of candidates sourced by AMS.

At AMS, we are always looking at ways we can enhance the candidate experience. Developing tailored and personalized messaging is no longer an optional "add-on" to our service, candidates increasingly expect a consumer-grade experience. Our skill lies in blending technology and people to meet those expectations."

Hayden Hughes, MD Sourcing & Attraction Strategy

The LinkedIn AI–enabled InMail allows our teams to engage with candidates in a personal and relevant way. It means we can achieve hyper-personalization at scale, improving engagement and enabling us to attract high quality candidates for hiring managers."

Hayden Hughes, MD Sourcing & Attraction Strategy