

# CJ Group boosts talent acquisition with digital transformation

#### Objective

To uplift hiring efficiency, improve operational effectiveness and enhance the candidate experience

The ability to attract, recruit and retain top talent is core to success for global lifestyle company CJ Group.

Embracing digital transformation, the company developed an in-house Talent Acquisition System that is fully integrated with LinkedIn. This close partnership has allowed CJ Group to better reap the benefits of LinkedIn's talent solutions.

CJ Group manages 14 affiliates and their talent acquisition needs globally.

Whether it is sourcing global talent for CJ CheilJedang and CJ Logistics, or filling functional roles in CJ ENM and CJ OliveNetworks, using traditional, process-oriented recruitment practices can normally take the company an average of three to six months and the involvement of multiple stakeholders to process and hire for each position.

Identifying this as an opportunity to innovate for greater efficiency and effectiveness, the company's HR Strategy & Innovation team worked closely with LinkedIn Talent Solutions to strengthen and accelerate its talent acquisition process through digital transformation.

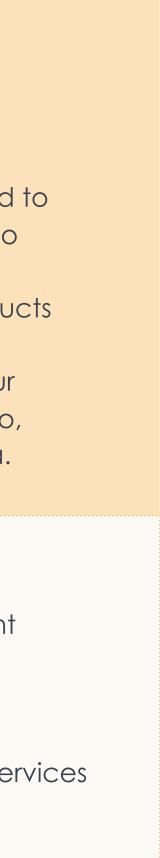
#### About CJ Group

CJ Group is a global lifestyle company headquartered in South Korea. It is committed to helping consumers around the world live life to the fullest by promoting the values of health, happiness and convenience through its products and services. It strives to transform global industries through innovation in each of its four core business areas: Food & Food Services, Bio, Logistics & Retail, and Entertainment & Media.

#### Goal

To strengthen competitive advantage in talent acquisition through digital transformation

Industry **Employees** 10,000+ Food & Beverage Services Headquarters Reach Seoul, Korea Global





#### Solution

## CJ TAS, a digital talent acquisition system seamlessly integrated with LinkedIn, to enhance the recruitment process from end to end

### Hiring as a business imperative

Globally, CJ Group operates in a tight talent market characterised by increased mobility and changing candidate expectations.

Convinced that an integrated digital platform would enable smoother operations, improved stakeholder management and an enhanced candidate experience, the HR Strategy & Innovation team launched "CJ TAS", a talent acquisition system developed in partnership with LinkedIn Talent Solutions.

"Even before CJ TAS, most of our recruiters were already using LinkedIn for sourcing," said Sean Choi, HR Strategy & Innovation Director.

"The integration made it easier and more efficient for them to do their work. Job wrapping, for example, ensured that open positions are automatically posted and promoted on LinkedIn."

#### Tapping into the world's largest professional network

CJ Group's partnership with LinkedIn has granted it digital access to a talent pool that is 10 times larger than before, making it faster for the company to find and connect with the right talent.

With skills being the new currency of the workplace, CJ Group enjoys access to Talent Data & Analytics that are inherent in LinkedIn Recruiter.

From intelligent skills matching, to seeking out contextual skills, LinkedIn helps CJ Group identify qualified candidates even where candidates have not listed those skills on their profiles. This is enabled by the platform's powerful Artificial Intelligence & Machine Learning capabilities, which contribute to better overall hiring efficiency for the company.

## **Delivering business impact**

Since the introduction of CJ TAS, the company has seen significant improvements across its entire hiring funnel.

Its partnership with LinkedIn enables it to benefit from digital access to a talent pool that is 10 times larger than before, making it faster to find and connect with the right talent.

Between 2021 and 2022, CJ Group recorded an eightfold increase in non-employee LinkedIn followers as well as a dramatic 1,348% spike in Jobs and Life Page views. It also seeded a 2.5x growth in total awareness and 1.2x increase in total engagement, eventually leading to a 100% increase in influenced hires.

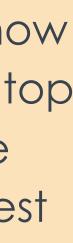
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Today, it's almost impossible to hire without LinkedIn. We wanted to make sure that CJ TAS was fully integrated with the platform and benefited from the support of the LinkedIn Talent Solutions team. Our internal data now shows that LinkedIn is our top sourcing channel with the greatest reach and shortest lead time.



Sean Choi HR Strategy & Innovation Director CJ Group









#### Results

The integration of CJ TAS with LinkedIn is yielding greater efficiencies in the recruitment process for CJ Group.

# 10X 100% 1348%

## Access to a 10x larger talent pool

Enabled by job wrapping, where open positions are automatically posted and promoted on LinkedIn

## 100% increase of Influenced hires

Achieved through an increase in overall touch points across the LinkedIn Talent Solutions suite including Job Slot, Recruiter and Life Page

## 1348% increase in Jobs and Life Page views

As well as 804% increase in non-employee followers on LinkedIn

All results are year-on-year increases between Dec 2021 vs Dec 2022

## "

With the support of our dedicated LinkedIn account team, we benefit from access to the latest industry thinking, market insights and global forums like Talent Connect 2022, which I had the privilege of speaking at. This provides valuable context for our own internal data and helps us stay ahead of the curve.

**Sean Choi** | HR Strategy & Innovation Director, CJ Group



