

# Ecetera Case Study

## Moving Fast in a Fast-Moving Industry



*“Our spend on recruitment agencies has been \$0 since we began using LinkedIn Talent Solutions.”*

Olivier Lambel – Head of Human Resources & Chief Talent Explorer, Ecetera

As Australia’s leading service and technology provider in the field of application performance management, Ecetera works with clients such as ANZ, Telstra, Target and News Limited to realise the optimal performance of their e-business applications. After experiencing rapid growth in 2010 and 2011, Ecetera required a significant increase in staff numbers and their 18 staff quickly became 70. The initial recruitment process was arduous and expensive, with the cost of just the first 10 of those additional hires amounting to in excess of \$150,000 in recruitment agency fees and direct advertising costs. Ecetera turned to LinkedIn to find a better solution.

### Objectives:

- Identify and communicate directly with the right talent globally
- Control employer brand messaging and the end-to-end recruitment process
- Significantly reduce recruitment spend

### Solution:

- LinkedIn Recruiter
- Job Slots

### Why use LinkedIn?

- Affordable recruitment model
- Access a significantly broader talent pool
- In-house control of all recruitment marketing and communications

### Results:

- Traditional recruitment spend reduced from over \$150,000 to \$0
- Highly specialised role filled within two days
- Achieved complete control of employer brand. By reducing their spend on traditional recruitment and their reliance on agencies, Ecetera now controls the employer brand messaging and the telling of the story of the organisation.

*“Using LinkedIn, in just a few days we were able to complete the team and secure a substantial piece of work which brought in some huge revenue for the company.”*

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### Find and Engage Highly Specialised Talent within Days

Ecetera operates in a technological environment where highly specialised and often rare skill sets are required. Head of Ecetera Human Resources, Olivier Lambel, was trying to fill a critical role for a project they were working on and specifically needed a senior systems admin with a linux and coding skilled background. Oliver says, “It was the first day we got access to LinkedIn Recruiter. I immediately did a search and contacted 15 LinkedIn members via InMail.” He reports that the responses to the InMails were almost instant, and Ecetera was able to hire a contractor within two days, enabling them to successfully complete the project on time.

### Winning More Projects with Winning Teams

Working in an emerging and fast-moving industry, the demand for Ecetera’s services is sometimes beyond their immediate capacity, requiring the sourcing of new talent quickly and effectively. After recently winning a project with a large financial institution, Ecetera found themselves requiring two additional team members quickly. Olivier says, “By searching on Recruiter and putting up a job on LinkedIn we were able to complete the team within a week and complete a substantial piece of work which brought in some huge revenue for the company.” Ecetera are now in the process of securing an extension with the same client for another large project and they will use LinkedIn Talent Solutions exclusively if additional talent is required.

### Leaving Job Boards Behind

When Ecetera was recruiting for an office administrator, Olivier initially tried a job board advertisement. He explains, “I got hundreds of responses, none of which were suitable. I posted a job on LinkedIn and got really good profile matches presented to me.” Using InMails to target suitable candidates directly, Ecetera found a new office manager within a week. Olivier says, “We wouldn’t have found her if we had stuck to a job board advert.”

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