

Case Study

ING Vysya Bank



Highlights

- Achieved 400 percent ROI using LinkedIn Recruiter.
- Actively engaged passive candidates for niche and mid-level positions, profoundly impacting ING Vysya Bank's recruiting strategy.
- Built an active presence on LinkedIn to create branding and awareness about career opportunities.

Company Profile

ING Group is a global financial institution operating in more than 40 countries with 110,000 employees. ING Vysya Bank, one of the leading private-sector banks in India, has more than 500 branches with retail and corporate operations and serves more than 2 million customers.

Business Challenge – Battling to Find the Best Talent

India's banking, financial services and insurance (BFSI) sector has experienced strong growth, making qualified candidates hard to find.

"The war for talent is a reality in today's BFSI sector," explained Ranga Subramanian, head of recruiting and talent acquisition for ING Vysya Bank. "Candidates are currently spoiled for choice in the market, so attracting the right talent at the right cost is definitely one of the top priorities of our management."

Ranga oversees a team of recruiters spread across key metropolitan areas in India. The operation is built around a geographical structure, with each recruiter assigned to a specific zone. ING Vysya Bank also has a central hub at its corporate office that focuses on overall recruiting strategy, workforce planning and business processes.

Members of the recruiting team have their work cut out for them, each carrying around 100 requisitions per quarter. Positions include roles in product and relationship sales, financial advisory, customer service and operations, so the department is busy and the expectations are high.

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Ranga Subramanian, Head of Recruiting and Talent Acquisition, ING Vysya Bank

“ING’s active presence on the LinkedIn network has helped with branding and creating awareness about career opportunities in the organization. We are now recognized as one of the pioneers in using social media recruiting in the BFSI segment.”

Ranga Subramanian, Head of Recruiting and Talent Acquisition, ING Vysya Bank

Prioritizing Passive Candidates

ING Vysya Bank identified LinkedIn Talent Solutions as a new tool for reaching a previously unexplored pool of talent – the passive job seeker.

“LinkedIn became an option when we wanted to get off the beaten path of clichéd sourcing avenues. It has helped us target the passive job seeker – which is a large, unexplored pool of talent,” Ranga said. “The key was to explore alternate, cost-effective channels that were set apart from job portals.”

Ranga started by using Job Slots and LinkedIn Recruiter and contacting candidates via InMail. These tools have had a profound impact on the recruiting strategy at ING Vysya Bank for niche and mid-management roles. Since the implementation of LinkedIn Recruiter, the bank has experienced savings and efficiency improvements, along with a significant return on investment.

“We are currently clocking a 400 percent ROI since we began using LinkedIn Recruiter,” Ranga said. “We have been able to minimize hiring times, and the reduced cost per hire is definitely an advantage when compared with consultant costs.”

Becoming a Pioneer in Social Media Recruiting

Ranga recognized the shift in today’s recruiting environment – from a post-and-pray mentality to a more interactive approach. He’s truly leveraged this new paradigm with the use of LinkedIn Recruiter.

“LinkedIn is a powerful social media tool,” Ranga said. “ING’s active presence on the LinkedIn network has helped with branding and creating awareness about career opportunities in the organization. It’s also helping potential candidates realize that they are joining a vibrant, growing company. We are now recognized as one of the pioneers in using social media recruiting in the BFSI segment.”

Finding the Right Talent Across the Board

The team at ING Vysya Bank uses LinkedIn Recruiter to fill all types of positions, even with very specific skill sets. “We are using LinkedIn for various mid- and senior-level positions and for niche roles that have been hard to find in the market,” Ranga described.

With LinkedIn, Ranga is able to connect with a larger audience of candidates and narrow down the ones that have the specific qualifications he’s looking for. “We started with four Job Slots,” he said. “My team uses them specifically to reach out to passive job seekers.”

Ranga sees LinkedIn Recruiter as an important part of the future in his department. “We’ll continue using LinkedIn for our hiring needs – and usage is expected to go up in the coming days. We’ll also keep using LinkedIn for our corporate branding activities.”