



Talent Pipeline Success Story

LeanLogistics



Troy Grabel
Talent Acquisition Manager

Company and User Profile

Troy Grabel heads up recruiting globally for LeanLogistics and was hired to put together a state-of-the-art recruiting strategy and help the company grow. The company has grown by 86 people in the last 18 months and expects to add another 50-60 this year.

LeanLogistics is a mid-sized global solutions provider of transport management system (TMS) applications and supply chain services enabled by the industry's largest transportation network. The company is headquartered in Holland, MI and has 180 employees.

How Pipelining Supports an SMB's Recruiting Strategy

“When I arrived at LeanLogistics, a recruiting process was already in place, but it was a reactive process and there was very little standardization or tools behind it. We recruit software developers, but our small town in Michigan was not exactly a hotbed for technology. With such a small local talent pool, we needed a better way to access potential candidates from afar.

Recruiter's robust search filters and pipelining capabilities opened up a whole new avenue of sourcing and helped us build a great stable of candidates. We conducted searches in specific universities specializing in computer science and used the advanced search bar in Recruiter extensively to get in touch with people originally from Michigan who left the area for tech jobs in other locations.

Leveraging Talent Pipeline has been tremendous for us, especially since we don't use an ATS. We are able to match tags to key skills and attributes, link tags to projects, track sources to see which have the best ROI, and keep track of statuses. We're now able to forward candidates to hiring managers to see what they think in advance.

Eighteen months ago, we spent \$150,000 on recruiter fees. Since then, we haven't spent a dollar on fees. We are also able to capture enough metrics from the tool to go back to management, tell them we just saved 150k and hired 36% of the talent from LinkedIn.

We're constantly in the Recruiter product; not a day goes by without being in it. We use it to manage our day and manage our data. It's the one tool we just can't function without.”

See the Benefits

Before Talent Pipeline	After Talent Pipeline
We used stone-aged tools: people were organized in Outlook color categories, spreadsheets, cue cards and call lists.	Talent Pipeline gave us one centralized repository for all of our data without having to search in multiple places like spreadsheets or in Outlook.
We had no ATS and didn't have a place to put new candidates and keep track of the old ones.	We can upload new candidates and link them to their profiles, and even if they don't have a profile, we can keep them in Talent Pipeline.
We had to search for candidates using long Boolean search strings, and it was a time-consuming process.	Now we conduct searches and filter through the data in Recruiter much faster and can really zero in on the right candidates and keep them in projects and saved searches. It's a big time saver.
18 months ago, we spent \$150,000 on recruiter fees and job boards.	Since then, we haven't spent a dollar on fees. We have saved 150k and made 36% of our hires from LinkedIn.

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Troy Grabel, Talent Acquisition Manager

Tips for Pipeline Rollout

1. Have a vision for what you want to get out of Talent Pipeline in the end. If you want it to act like your ATS, for example, plan and backtrack from that vision.
2. Your LinkedIn account reps and Recruitment Product Consultants can be instrumental. They’ll show you great ways to leverage the functionality.
3. Take your time; don’t expect it all to happen in one day. We gave ourselves 30 days to make the transition to Talent Pipeline and examine the inner workings behind the functionality.
4. Read the tutorials and whitepapers and watch the webcasts on how to utilize pipelining tools. It helps a ton!
5. For a small or mid-sized business, Talent Pipeline is the perfect tool to answer the question “Do I need an ATS?”

Other Tips for Pipeline Users

1. Develop search strings and you’ll automatically get alerts when someone who is new to LinkedIn is a match. It gives you fresh blood to reach out to.
2. Be diligent on creating tags, but don’t get crazy. Leave tags broad in general so they don’t get out of control. You always have the notes section to type in specific skill sets.
3. Leverage Endorsements. Look for a skill in your pipeline, then see if anyone has endorsed the people that come up in your search. It’s a nice differentiator in the future.
4. Be creative with your sourcing. Social media campaigns were a start, but we even found some great candidates on gaming sites!
5. For SMBs in smaller cities, don’t hesitate to start pipelining people that used to live there or go to school in the area. They might be interested in moving back at some point.

See how Talent Pipeline really works with a product tour
<http://lnkd.in/pipelineoverview>

Get your team started with Talent Pipeline today
<http://lnkd.in/pipelineresources>