

Case Study

L'Oréal



LinkedIn helps L'Oréal reach a broader pool of candidates and raise its employment brand.

Highlights

- Using LinkedIn increased the quality and diversity of candidates
- Reached candidates who would not normally apply directly
- Hired the right people faster by reaching out directly and proactively
- Improved the company's online profile and reputation
- Doubled the number of LinkedIn Recruiter licences in less than one year

Company Profile

L'Oréal is the world's largest cosmetics and beauty company. Its self-proclaimed mission is to 'invent beauty' and offer everyone access to the best of cosmetics in terms of quality, efficacy and safety. The company was founded in 1909 and has become a world-leading business with 68,900 employees in 130 countries worldwide and revenues of €20.3 billion.¹

Business Challenge

L'Oréal company recruits around 6,000 new managers a year (including internships) and it uses all the "traditional recruitment tools" to find them. However, L'Oréal faced three challenges where a more innovative approach was required to solve them.

Sourcing 'difficult-to-hire' candidates

They wanted to improve how they recruit senior, early-career professionals and specialists in areas like logistics and finance.

Reaching passive candidates

The company also wanted to attract passive candidates. Job boards only reach about 15-20 percent of the working population who are actively looking for a job. L'Oréal wanted to reach the other 80 percent.

Online reputation

It was essential for L'Oréal to develop and manage its employment brand in order to attract the best candidates and build its employer brand for potential future applicants.

“Using LinkedIn, I have sourced around 90 top profile candidates in less than 5 months, and recruited 5. It lets us really select and focus on quality candidates. It has given us stronger employer credibility and accelerated our recruitment.”

Oskar Isenberg Lima, Luxe, HQ Paris

“The main benefit is that we’re getting in touch with people that we wouldn’t normally reach, saving money and doing it faster at the same time.”

Gabriele Silva, International Recruitment Project Manager

Using LinkedIn to reach new candidates

LinkedIn seemed like an obvious solution to all three problems. “There was already a buzz about it,” says Gabriele Silva, International Recruitment Project Manager at L’Oréal. The company decided to use LinkedIn because of its global reach and the quality of its user profiles.

As well as polishing individual recruiter profiles, L’Oréal set up a company career page, which allows the firm to show case career opportunities and highlight that it is a great place to work.

Last but not least, LinkedIn offers a very simple yet incredibly powerful route to L’Oréal’s referral portal, where “the best employees refer the best candidates,” says Dennis de Munck, Director Recruitment Methods. “More than 15,000 L’Oréal managers and employees are on LinkedIn, they are our primary ambassadors in the world of professional networking!”

Better, faster recruitment

LinkedIn puts L’Oréal in touch with candidates other recruitment techniques can’t reach. A bigger and more proactive talent pool means better hires. It can also help improve the diversity of candidates. “Even candidates who are not interested in L’Oréal at first became enthusiastic because we show business and personal credibility through LinkedIn,” says Anke Nieboer, a recruiter from the Netherlands.

LinkedIn gives L’Oréal recruiters access to candidates that are very difficult to find by other means. For example, it “enabled us to quickly backfill a role that in the past has taken months to fill,” according to Alison Thorne at The Body Shop, a subsidiary of L’Oréal.

It’s clear that L’Oréal’s recruiters are loving LinkedIn. The company started with a few licences in mature markets. Now more and more subsidiaries are using it. Silva concludes: “LinkedIn is a way for us to push all our systems forward. It’s strategic and effective. In fact, we sometimes wonder how many more great hires we could have reached earlier, more directly and just as professionally.”

LinkedIn User Tips

- Get your own profile in order. LinkedIn is about professional individuals talking directly to individuals. There’s no room for a ‘big company’ attitude or out-of-date recruiter profiles.
- Give candidates a taste of the company. You can use your own profile to show what’s it like to work there. For example, add a SlideShare presentation about the business to your profile.