

Fusion5

Size: 270 employees

Industry: Business solutions

Description: Provide strategy and implementation services to help organisations improve their businesses.

Business applications company reinvents its recruitment strategy with LinkedIn Talent Solutions

Fusion5's HR leader upskills to conquer her technophobia and maximises recruiting efforts in the process

As the leader of a lean recruiting team looking after all HR functions across Australia and New Zealand, human resources manager Stephanie Moore recognised the need to streamline Fusion5's recruitment process to become more proactive. The existing strategy was ad hoc and mostly inefficient, and Stephanie sought a hiring solution that would enable the company to recruit higher calibre candidates in a cost effective way.

Fusion5 had been doing an excellent job of recruiting 'the cream of the crop' from Australia and New Zealand, so sought a tool to help it expand its talent pool to reach candidates all over the world. A combination of a new website launch and LinkedIn Talent Solutions was used to firmly establish its employer brand presence, and provide a platform on which it could tell its story to candidates.

Stephanie contends that the company leveraged LinkedIn updates to get the Fusion5 name 'out there' and enhance its brand in the market. The skill set it was seeking was very specific - especially at a consultant level - and recruitment agencies and job boards weren't always providing the calibre of candidates Fusion5 was after.



“LinkedIn Talent Solutions makes recruitment so much easier. There’s one set of tools and one place to go to keep up to date with potential candidates. It’s been a huge advantage in bringing our strategy together and it’s worth its weight in gold.”



Stephanie Moore,
human resources manager, Fusion5



2900

GROWN LINKEDIN COMPANY
PAGE FOLLOWERS TO OVER 2900.






33% HIRES IMPACTED
THROUGH LINKEDIN.

Lessons learned

- 1 "It's been remarkably easy to embrace the tools and pick up how to use them."
- 2 "For me, it's like having a recruiter sitting next to me. The tools are doing the work, instead of hiring a person to focus specifically on recruitment."
- 3 "Being a modern recruiter means focusing on your brand. It's about thinking outside of the square and staying one step ahead of your competitors."



Results

-  10 new and specialist hires made since implementing LinkedIn Talent Solutions.
-  Fusion5 has grown its LinkedIn Company Page followers to over 2900.
-  Has successfully impacted more than 33% of hires through LinkedIn.

Stephanie goes from computer weary to computer whiz

A self-confessed technophobe, Stephanie openly admits "I struggle a little around IT and often have to ask my 16-year-old son for help." Stephanie says she had reservations around implementing a tool that was both new and tech based.

She explains, "It's just me leading the charge for the HR function across both countries; there isn't an HR or recruitment team... So I'm the one that crucially needs to understand the technical side."

When looking for a new solution, one key requirement was that it would consolidate the recruitment process while increasing the company's efficiency. Stephanie leverage the online learning centre to upskill quickly and attended an InFormed event with local LinkedIn Talent Solutions team which enabled her to consolidate her knowledge of the tools and build on online learning foundation.

"That session was really valuable in the sense that the consultants advised on how to get the most value from the tools and how to leverage it as part of a recruitment strategy," she says.

Stephanie asserts, "Once you start using it on a regular basis, the tools just become second nature." She admits her surprise at how easy LinkedIn Talent Solutions has been to pick up. She observes that regardless of learning style, there is consistent help and support available from LinkedIn, which allows for maximum return and makes it accessible to everyone, regardless of previous experience. She finishes by saying, "If I can learn how to use LinkedIn Talent Solutions effectively, anyone can."

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