



Readify
Size: 200+
Industry: Software development
Description: A leader in software development incorporating beautiful design and insightful data science to deliver quality software at speed.

Raising the bar in top-level tech recruitment

Readify uses LinkedIn Talent Solutions to improve quality and speed of hiring niche tech talent

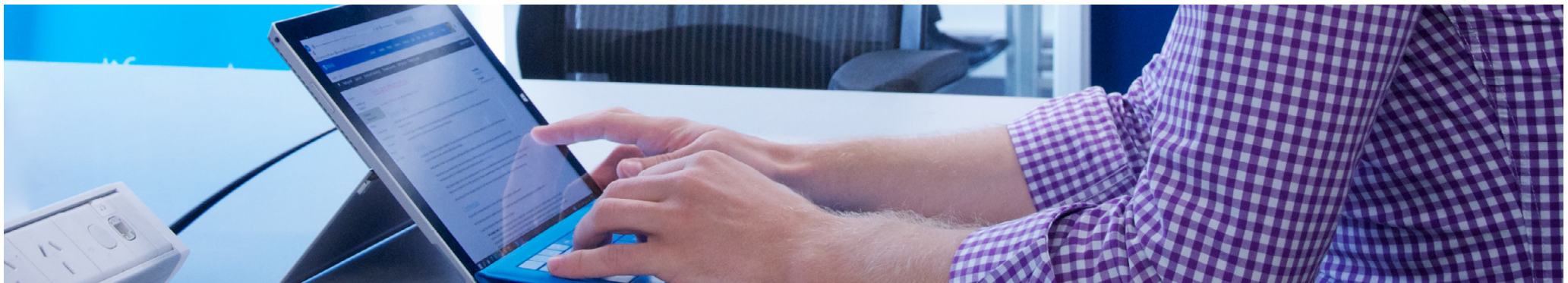
Globally recognised software services company Readify enlisted LinkedIn Talent Solutions to transform the way they attract top-level tech talent, and are absolutely reaping the benefits.

In such a fast-paced and transient industry, Readify identified the need to invest in keeping its people at the forefront of

industry knowledge, which amplifies the importance of attracting the right talent from the outset.

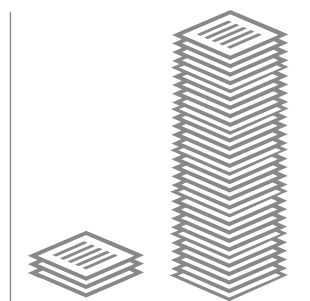
Michelle Ridsdale, People Director of Readify, recognised the difficulties when she entered the role. "It was hard to find people in the market we were in, at the quality that we were looking for, and the speed that we needed them," she

says. Ridsdale took the issue to Managing Director Graeme Strange, having already pinpointed LinkedIn Talent Solutions as a budget-friendly recruitment remedy that would not compromise the quality of their hires and reduce their reliance on agency spend.

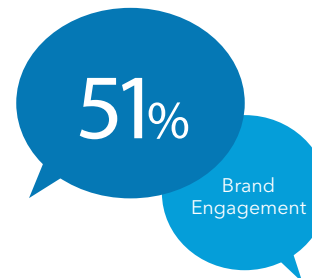


"We looked at where we wanted to focus our HR budget, which is on developing our people. It seemed pointless to be spending half of it on hiring people when we could do that using other methods."

 **Michelle Ridsdale,**
People Director



260% RISE IN JOB APPLICATIONS
IN 12 MONTHS



BRAND ENGAGEMENT
IS UP BY 51%

Highlights



LinkedIn Talent Solutions helps build Readify's talent brand, drastically increasing its reach and following.



Job applications defy expectation and are up a massive 260% in 12 months.



Brand awareness and engagement are rising dramatically as a result of LinkedIn Talent Solutions.

Lessons learned

- 1 Talent brand needs to be a number one priority to attract quality candidates.
- 2 Followers and relevance are very important when accessing candidates, both passive and active.
- 3 Candidates are getting smarter and doing their research. Recruiters need to project the right brand and be authentic in the market.



Results



The speed of hires has dramatically increased; last year Readify made a hire that took five days from start to finish.



Brand engagement is up by 51%.



Readify now has a talent acquisition position as a full-time role, as it allows them to “drive more value from the solution”.

Readify seeks to consolidate talent brand

Fourteen years of sustained profitability and growth speak volumes for Readify's eminence in the software development and services field. The strengthening of a talent brand and increasing brand awareness, however, were integral to setting the company apart in such a competitive talent landscape.

Readify wanted to exhibit the perks of working both in the company, and in the industry, so needed a way to engage candidates at all stages of the candidate journey. “The candidates are getting smarter and smarter, and they're doing a lot more research. They don't come to you completely unaware of who you are and what you do. And so it's really, really important that you are projecting the right brand,” says Strange.

A philosophy of collaboration

Building a relationship with LinkedIn Talent Solutions was about establishing an effective process that worked, both for the company's recruitment philosophy as well as acting as a benchmark for the technology industry.

An integrated LinkedIn and Readify career site strategy produced astonishing results, including an increase of right-fit applicants, from executives to senior talent with niche technical skills right through to receptionists. Strange believes it's a natural fit for a technology company to work hand-in-hand with LinkedIn. “LinkedIn plays an important role in getting candidates to actually ‘knock on the door.’”

Looking to the future

For Readify, using LinkedIn Talent Solutions is about advertising its talent brand to its passive followers so that, when they become active, the foundations are in place to positively capture the right talent.

Candidate engagement skyrockets

The increase in candidate engagement has soared since Readify partnered with LinkedIn Talent Solutions. Job applications have risen by 260% in the past 12 months and the company has made 100 new hires in the last financial year. Total followers have increased by 113% and the brand has upped its LinkedIn following by 3500 in two years. “I'm seriously impressed with the level of talent that we've been able to attract at all levels of the business,” Strange says.

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