

## Case Study

# Exact

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And it all comes together.

LinkedIn allowed Exact to showcase it's employer brand, reach a larger pool of candidates and cut costs.

### Highlights

- Reduced costs by using LinkedIn to recruit directly
- Hired a wide range of candidates for different departments and roles
- Raised the company's profile worldwide by having a company page

### Company profile

Exact helps companies run more efficiently with a range of software solutions for a wide variety of industries, from payroll, finance & online bookkeeping, to business analytics, shop management and specialized ERP solutions

### Business Situation

Exact is a growing business that employs approximately 1,800 people worldwide. They needed to recruit high quality people. They couldn't waste time or money on solutions that didn't deliver for them.

The IT firm makes business software such as payroll, business analytics, shop management and ERP solutions. It has offices across Europe, Asia and America but its headquarters are in Delft, Holland. Angelic Vloemans, corporate recruiter at Exact explains "Soon after I started, two years ago, we suddenly had 60 vacancies to fill".

The company faced some challenges. Although based in The Netherlands, the company had very little visibility in the labour market there. Advertising on job boards only went so far - she needed to attract passive candidates, those who were not actively looking for a job, and she needed to raise the company's profile to help attract the best candidates.

### LinkedIn solution

This brought her to LinkedIn, "We started with a few job postings," she explains. In 2011 the company expanded its presence on LinkedIn with additional job postings for vacancies around the world. This helped raise Exact's profile overseas reinforcing its global brand.

*"We saved €25,000 by hiring a senior manager through LinkedIn instead of using an agency."*

Angelic Vloemans, Corporate Recruiter, Exact

*“Our marketing team has invested in raising our profile on LinkedIn and, now, every time I post a vacancy, it goes out to our 27,000 followers.”*

Angelic Vloemans, Corporate Recruiter, Exact

The marketing department at Exact has been investing heavily in LinkedIn to promote the business. They have created a popular company page which details their products and services. It has more than 27,000 followers. This marketing presence works hand-in-hand with recruitment: “Every time I post a vacancy, it goes out to all our followers.” says Vloemans.

In addition, Vloemans and her colleagues share vacancies with their networks on LinkedIn, post them in LinkedIn Groups and via other social networks. This creates a viral effect attracting more candidates.

### Benefits

Thanks to Exact’s commitment to LinkedIn, the company has seen significant business benefits:

#### Attracting passive candidates

LinkedIn gives Vloemans and her colleagues’ access to candidates who aren’t actively looking for a job. In one month at the end of 2011, LinkedIn was the source for more than 48% of the candidates hired by Exact.

#### A deep talent pool

LinkedIn has helped Exact hire young experienced professionals, including senior management and fill roles in different areas of the business.

#### A positive image.

The ‘work with us’ banner and ‘soft sell’ approach on LinkedIn works very well for Exact. It’s not aggressive and it projects a good image for the company to go alongside the efforts of the marketing department. “Through colleagues’ profiles and the company page, LinkedIn gives candidates a really good idea of what it’s like to work here,” says Vloemans.

#### Reduced cost

The company saved approximately €25,000 by hiring a senior manager through LinkedIn instead of using traditional recruitment methods.

### LinkedIn User Tips

- Just get started. The best way to justify LinkedIn is to use it to hire some great candidates.
- Don’t forget to share job postings with colleagues, in Groups and via social media. It’s free and it’s viral.
- Make sure you have an up to date and active personal LinkedIn profile and encourage your colleagues to do the same.