

# HCL-Axon Case Study

Management consulting



“When we saw that 74% of new joiners had LinkedIn profiles, we realised that we had direct access to this talent and could redirect our sourcing budgets towards LinkedIn.”

Anthony Formosa, Recruitment Manager,  
HCL-Axon

## Summary

Axon's Recruitment Manager, Anthony Formosa, uses the LinkedIn® Recruiter tool to find new talent from sector heads to recruitment administrators.

Axon offers SAP® enabled business transformation and have unique solutions to industry challenges.

## LinkedIn Member Profile

Anthony Formosa is an experienced Recruitment Manager with 9 years of agency experience, and more recently 3 years of in-house recruitment experience. His specialties are SAP recruiting, running large teams and using non-agency recruiting methods.

## Increasing Team Efficiency

Anthony, head of Internal Recruitment, has a team of six specialist recruiters looking for IT professionals. They hire experienced IT staff across the UK. Historically Anthony and his team used a variety of online sourcing strategies including job boards, search tools and preferred supplier lists.

However, Anthony was looking to streamline his process and increase team efficiency and decided to invest in the LinkedIn® Recruiter tool. He now uses LinkedIn to hunt for new talent for all positions from sector heads to recruitment administrators. He can search for relevant candidates and send InMail™ messages introducing himself, which helps to build a network of hand-picked talent. With the site currently holding 2M users in the UK, and almost 50,000 members in the IT & services industry alone, there is plenty of choice.

Anthony looked at the previous hires and discovered that over 70% had profiles on LinkedIn. "We realised that we had direct access to this talent and could redirect our sourcing budgets towards LinkedIn."

LinkedIn also enables Anthony to interact with other recruitment professionals to gain knowledge and insight on the sector. He sees the site as an ideal platform to share best practice.

## The value of using LinkedIn

Anthony reviewed all his sourcing channels to track the average cost per hire, and results were compelling. "The LinkedIn recruiter tool was the most cost effective route by a very long way, over ten times more cost effective than some of the traditional online channels".

Axon gets around 1-2 referrals via LinkedIn a week. "The strength of LinkedIn is that people we tried contacting in 2008 may well have kept our InMails – and in 2009 or 2010, they might just respond to the message; there is no deadline by which time someone must have responded."

A year ago, 60% of Axon's hires were via recruitment agencies, but this figure has now nearly halved since signing up to the LinkedIn Recruiter tool, resulting in a saving of over £300k in fees, year to date.

"There is a race to find the best candidates", Anthony said, and using LinkedIn Recruiter tool has given him the single best source of candidates. The company is also currently recruiting in Europe, and LinkedIn is proving to be a great tool for networking in Scandinavia, France & Germany.



[talent.linkedin.com](https://talent.linkedin.com) | [sales@linkedin.com](mailto:sales@linkedin.com)

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