



"There is no way that we would have been able to build the teams that we have without LinkedIn Recruiter."

Susan Barron
Marketing Executive,
Pantechnik International

Pantechnik International Case Study

Company profile:

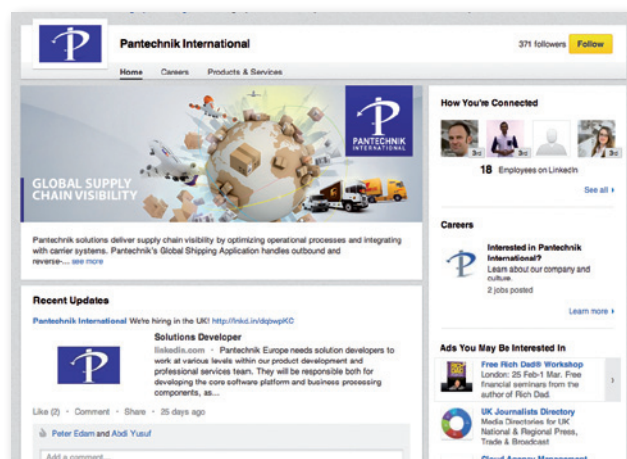
Pantechnik International is a software and technology solutions provider helping companies to manage their logistics across multiple different carriers. Its products help businesses to handle increasingly complex global supply chains, improving shipping processes and helping to manage costs more efficiently.

Results

- 90% of Pantechnik International's roles are now filled through LinkedIn
- LinkedIn Recruiter has played the lead role in building teams for several new office openings
- Direct contact with potential candidates through LinkedIn has enabled the company to maintain a distinct and compelling culture throughout its rapid expansion

Business challenge

IT professionals represent the core of Pantechnik International's recruitment needs, with specialist software developers and analysts required to keep pace with an expanding business. The company currently employs around 20 people, spread across four countries, with a requirement to build local teams as new offices open. The talent management team's expanding brief also includes recruiting a global sales function to drive further growth for the business.



Pantechnik company page

LinkedIn solution

LinkedIn Recruiter acts as the spearhead for Pantechnik International's recruitment efforts, and has played a key role in the company's global expansion to date.

Reaching out to candidates directly

"LinkedIn Recruiter was a really important support when we were opening our office in Singapore and looking to build a team from the ground up," explains Marketing Executive, Susan Barron. "Being able to talk directly to niche candidates really helped us to get the right mix of people – and getting that cultural fit is really essential in our business. We couldn't have built the team that we did without Recruiter."

Building a talent brand

Susan leads the process of building a talent brand for Pantechnik International that can ensure credibility amongst candidates with the right skills and the right cultural fit. Weekly status updates to company followers and engagement with relevant LinkedIn groups both play a key role in this pipeline-building process. "We try to use our Company Page as effectively as possible and we've certainly seen a lot of engagement when we reach out to followers or contribute to groups," says Susan.

As part of the talent brand-building process, Pantechnik International has created a dedicated careers page that helps bring the culture of the company to life and features employee testimonials focused on the experience of working for the company.

Visit talent.linkedin.com to learn how you can source top candidates on LinkedIn