



LinkedIn Talent Solutions

CASE STUDY

GlobalLogic

Making Talent Acquisition A Key Partner In GlobalLogic's Business Strategy

GlobalLogic is a full-lifecycle product development services leader that combines chip-to-cloud software engineering expertise and vertical industry experience to help customers across sectors design, build, and deliver their next generation products and digital experiences. Headquartered in Silicon Valley, GlobalLogic has over 12,000 employees that help operate design studios and engineering centers around the world.

THE SITUATION

GlobalLogic has set itself apart with a people-focused approach. It is one of the company's strategic pillars and a fundamental component of its business success. The team, however, soon realized that this message needed to reach the targeted talent pool in India.

"In order to keep up with the growth we were witnessing in India, we required a dynamic, fast-paced millennial task-force. Even some of the senior level roles required talent possessing very specific skill sets. Digital allowed us to reach our target audience at scale."



Arun Singh

Director - Talent Acquisition & Resource Management

THE SOLUTION

“Building GlobalLogic’s Talent Brand on Digital”

The talent acquisition and marketing teams at GL integrated 2 targeted approaches into a streamlined recruiting strategy aimed at establishing a strong brand presence on social. They together sketched an action plan that helped them engage and hire quality talent.

1

A storytelling approach fueled by “Employee Experience”

2

The hiring approach focused on “Recruiter Success”

1

A storytelling approach fueled by “Employee Experience”

By making employees the center of their talent brand strategy on social, GlobalLogic not only added to the credibility of the posts but also created an emotional connect with their followers. They let their employees give future candidates a taste of the company culture, their day to day life at the company and how they had grown and advanced in their respective roles. Aligning these content pegs with their current job openings allowed them to shift their digital approach from uploading static job listings to spreading real stories from real people.

#CampustoCorporate posts talking about the training experience and Life at GL

Impressions

17,343

Clicks

209

Engagement

1.46%



GlobalLogic

118,833 followers

2mo

Vishal K. Nair a fresher who joined us recently shares his experience. “My experience so far as a fresher in GlobalLogic has been fantastic! The first week comprised of boot camps accompanied with sessions of behavioural and technical training. We also had various enriching sessions of leadership; especially the sessions with Sumit (MD, India) and Sunil (CTO) were extremely inspiring and motivating. In between the training sessions & breaks, club area would be our favorite spot to hang out. I feel immensely excited to be part of the GlobalLogic family”, says Vishal.

To join generation next and learn more about career opportunities at GlobalLogic
<http://bit.ly/2vdGDbc> #LifeatGL #CampustoCorporate #Freshers #Experience #Hiring #Jobs

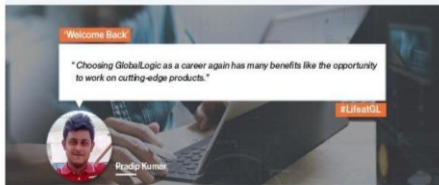




GlobalLogic

2w

We welcome [Pradip Jassu](#) back to our team. On his return to GlobalLogic he says, "choosing GlobalLogic again has many benefits like the opportunity to work on cutting-edge products in collaboration with other designers and engineers who are experts in their fields. Also, the company offers extensive training on different cultures, languages, tools, and processes to help employee work seamlessly with globally distributed teams and customers." [#LifeatGL](#) [#BacktoGL](#) [#Welcomeback](#)



#WelcomeBack posts featuring boomerang employees and their reasons to join back

Impressions

20,084

Clicks

172

Engagement

1.02%

#JoinGenerationNext posts talking about referral success stories

Impressions

17,448

Clicks

200

Engagement

1.36%



GlobalLogic

2mo · Edited

Piyush & Sidharth share their experience being part of our growing referral network. Refer your friends and invite them to [#JoinGenerationNext](#) at GlobalLogic.

My friend in **GlobalLogic #Nagpur** referred me and after joining the organization, I found a really caring and nurturing work culture. I was very eager to invite my friend Sidharth to the GlobalLogic family. I have known Sidharth since 2 years and he has always been technically very sound. I referred him for a suitable vacancy here and guess what? within 2 months I was delighted to see him join the team, work on technical issues together and equally enjoy work and friendship. I thank GlobalLogic for this.

Learn more about [#career](#) opportunities at GlobalLogic by visiting <http://bit.ly/2vdGDbc> [#Referrals](#) [#LifeatGL](#) [#JoinGenerationNext](#) [#GLStories](#)

Refer a Friend*

"My friend in GlobalLogic Nagpur referred me and after joining the organization, I found a really caring and nurturing work culture.."

#LifeatGL

Piyush & Sidharth

#LifeatGL stories from across divisions and teams, talking about the differentiated workplace culture and how GL is empowering employees to achieve both professional and personal goals.

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"GlobalLogic gave me a chance to work on a spectrum of DevOps technologies I always wanted to work on. There is a fine balance of good clients and innovative technology projects based on Container Orchestration (using Kubernetes, OpenShift), Service discovery and Servicemash ChatOps. The technology and project exposure I am getting is commendable", says Rohit Sharma.

Learn more about career opportunities at GlobalLogic by visiting <http://bit.ly/2vdGDbc> #LifeatGL #JoinGenerationNext #GLStories #DevOps #TechTalk



Tech Talk

"GlobalLogic gave me a chance to work on a spectrum of DevOps technologies I always wanted to work on."

Rohit Sharma

GlobalLogic
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Excitement levels are high for upcoming Dussehra celebrations with our students this week. Preparations are underway for a special group performance by our students from ANK India Central #GiveBackTuesdays



Students are excited for the upcoming Dussehra celebrations.

#GiveBackTuesdays

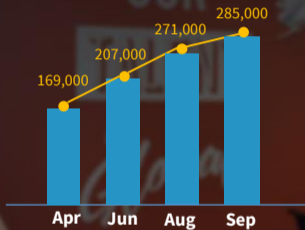
GlobalLogic

"As a GlobalLogic employee, you have the power to innovate and develop next-gen products for the world's leading brands. This surge in job efficiency is sustained by our company's culture of continuous learning and recognition. We are actively encouraged to participate in various wellness workshops and also contribute towards the cause of child education by volunteering at our CSR partner schools. That alone, is indeed a soul gratifying ingredient of the #LifeatGL experience and we felt it needed to be communicated to anyone looking to join us."

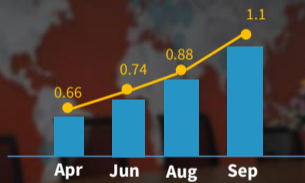


Vikas Kumar
Manager - Talent Acquisition

Unique Impressions



Social Engagement %



**All metrics for Apr-Sep 2017*

2

The hiring approach focused on “Recruiter Success”

Over the last few years, the talent acquisition team at GlobalLogic has transformed hiring through social. They have truly become valuable business partners and are endorsed by the leadership team at the company. The following allowed the team to move to the next level and make each person feel valuable and a part of business success.

A | Tools: Consistent tracking of LinkedIn Recruiter utilization

- Regular dashboards were flashed internally with important metrics that were being tracked
- Mandatory bi-weekly brainstorms to discuss what is working and what can be done to leverage LinkedIn's tools better

Jobs Posted

116

Profiles Viewed

6,000

InMails Sent

6,100

InMail Response Rate

43%

Recruiter stats: Apr'17-Sep'17

B | People: Inspiring incentives for top performing recruiters

To truly boost their employees' team spirit and productivity, they went beyond to offer more than just monetary incentives. Top performers from the talent acquisition team were given a chance to achieve LinkedIn certifications and attend valuable conferences and training sessions to upgrade their skill sets.



“At GlobalLogic, we understood that to recruit high-powered young minds of today, we needed to bring on board digitally equipped talent as recruiters. Zeroing in on the fact that the savvy social recruiters of today look forward to getting the chance to actively participate in corporate workshops and conferences helped us crack the right employee incentives that lead to high-quality job performance and retention.”



Dharmendra Sethi
Global Head, SVP
Talent Acquisition & Management

C | Candidates: Hiring process feedback shared with business team regularly

As part of the onboarding process, new hires were encouraged to share their feedback on the hiring process and how the recruiter handled their application. Extra-ordinary efforts were appreciated and duly awarded as well.

October 23, 2017, Jaspreet worked with Yeshika in the same group

Jaspreet is one of the most professional people I have interacted with. One can easily gauge the passion she has for her work and the responsibility with which she carries her work is appreciable. She was proactive in providing feedback and communicating updates timely and ensured a smooth transition right from the screening stage to the integration. I really hope to get an opportunity to work with her again.

Yeshika Kirpalani

Portuguese language specialist at
Magna Infotech - A division of
Quess Corp Limited

Vaibhav Khatri
SAP Hybris Consultant |
Trainer | Mentor | Writer

August 21, 2017, Vaibhav worked with Abhishek in different groups

From a candidate point of view, I was positively impressed by Abhishek's tenacity, commitment and patience when he actually managed to get me an interview with GlobalLogic. I also found him very efficient and very helpful as he was providing the relevant information to prepare effectively for the first and second round interviews. His personality, his empathy and his professionalism makes him a great person to deal with. I would recommend Abhishek without any hesitation for any positions in the recruiting industry.

THE RESULT

The marketing and the recruiting teams at GlobalLogic worked together to plan and execute a defined and dedicated social media hiring and talent brand strategy for 2017. From choosing LinkedIn templates to curating a detailed social content plan, the teams drove great branding and recruiting results within 6 months.

85%

Increase in LinkedIn follower base (Apr-Sep 2017)

300%

increase in overall hiring done through LinkedIn in 2017 vis-à-vis 2016 – from **3.2% to 14%**

90%

of the leadership hiring (Director level and above) done through LinkedIn

2X

cost saving through LinkedIn within 2 quarters (April-Sep 2017) as compared to the total cost saving of 2016.

"Recruiting and hiring the right people is fundamental to our success. We apply technology to enterprises to help them build businesses of the future and without the right talent, our value proposition drops exponentially. Talent Acquisition is at the core of our operations, and hence not a sub-function of HR but a strategic corporate function in its own right!"



Sumit Sood
Managing Director
India

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 530 million members in more than 200 countries and territories worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network

LinkedIn Talent Solutions

offers a full range of solutions to help organizations in various stages of growth recruit relevant talent, build their brand, and grow their business

If you're curious about social recruiting, join us in discovering the possibilities.

[CONTACT US](#)