



CASE STUDY

Bristlecone

Accelerating Business Growth With Social Recruiting

Bristlecone, a part of the USD 19 billion Mahindra Group, is a premier supply chain advisory and analytics firm with a presence across North America, Europe, Middle East, India and South East Asia.

The company converts supply chains to value chains for its customers by increasing visibility, enhancing analytics and streamlining procurement to build competitive advantage.

THE CHALLENGE

In a time where quality talent is scarce, further filtering it down to a point where resource and faculty look like a snug fit is the real challenge for any organization. Bristlecone faced a similar predicament when it was looking to expand globally. The management needed to source senior level candidates with highly specific skills sets, based out of the US. However, they were unsure of finding the right fit through traditional sources.

Bristlecone identified three core obstacles hampering their expansion plans:

- Limited visibility in the US market.
- Over dependence on vendors and hiring consultants.
- Limited pool of supply chain consultants.

THE SOLUTION

Bristlecone's team understood that if they wanted to overcome these hurdles, they needed a two-pronged approach:

- ◆ Build an effective employer brand to have the right recall with their talent segment.
- ◆ Build a sustainable talent pipeline as the company expands globally.

Using LinkedIn's platform, Bristlecone's talent acquisition team established an efficient and easy way to manage the talent workflow to proactively attract and engage potential candidates.



Building an effective employer brand for higher recall

The Bristlecone team leveraged LinkedIn's career page to showcase its values, culture & business ethos via team pictures, stories and videos. This strategy worked to engage current employees & attract potential employees. Soon enough Bristlecone started witnessing an increase in response rates to communication sent to potential candidates, as they had warmed up to the name and value proposition the company promises.

ATTRACT AND
RETAIN TALENT

INCREASE IN
RESPONSE RATE

EFFECTIVE
TALENT PIPELINE

LinkedIn Career Page

Bristlecone, a Mahindra group company
Information Technology and Services • San Jose, California • 15,673 followers

BRISTLEcone
GLOBAL LEADER IN SUPPLY CHAIN SOLUTIONS

Following See jobs

3 people from your school were hired here.
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Overview

Jobs

Kunal Kulkarni
Graphic Designer

Life

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Meet our experts at Booth #56

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jobs at the
company

Company
Overview

Showcase your
culture

Building a sustainable talent pipeline for business success

Developing a talent pipeline requires a shift from reactive to proactive recruiting. The team realized that by using LinkedIn recruiting tools, they were able to curb recruiting costs and save time to fill critical positions, with quality prospects.

The InMail feature proved to be particularly useful to target companies that hosted the skills they needed for creating a qualified talent pipeline for the future and also opened a window to reach out to otherwise passive talent that was inaccessible elsewhere.

CURB
RECRUITING
COSTS

REDUCE TIME
TO HIRE

FIND QUALITY
TALENT

"LinkedIn enabled us to streamline our recruiting process & fill niche positions, by directly reaching out to quality candidates, cutting down not only the cost to hire but more importantly the time to hire."



Praveen Raju
Manager – Talent Acquisition
North America and EMEA

THE RESULT

'A sustainable partnership to power business success'

Not only was Bristlecone able to hire and retain a quality pool of talent, but also hiring through LinkedIn aided in building and further enhancing relationships with key clients.

"LinkedIn's wide geographical reach helped us tremendously in our expansion phase. We could source better quality candidates from around the world, using LinkedIn's recruiting tools. This helped us strategically target our messaging, considerably reducing our cost to hire."

Kiran Nair
Director, Global Talent Acquisition

Even with a talent acquisition team based completely in India, Bristlecone is now able to maintain a healthy recruiting cycle across the globe through LinkedIn, without the need of any external help.

740,000 USD

Cost Saving (FY2016-17)

45

Senior Level Hires
in 2016

20X

Return on
Social Recruiting

27 Days
(2016)

Turn around time reduced
from 55 days (2015)

Making the talent acquisition team a strategic partner to fuel business growth across geographies, Bristlecone has successfully increased both its reach and visibility using **LinkedIn as a platform to communicate to potential employees.**

*Results span across FY 2016-17

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 500 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.

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