

Accelerating Sourcing at Insite with Hiring Assistant



Goals

Increase Hiring Efficiency

Employees

11-50 Employees

Industry

Staffing and Recruiting

Challenge

Reaching Passive Talent Before the Competition

Operating in both the UK and US markets, Insite specializes in the accountancy and CPA sectors—industries where top talent is in high demand and often not actively seeking new roles. Even with advanced tools like LinkedIn Recruiter Professional Services, recruiters found themselves competing for the same candidates, many inundated with outreach from multiple agencies. The challenge was to reach passive, high-quality candidates before competitors while preserving the personalized, relationship-driven approach that defines their brand. Amidst the market noise, maintaining a strong, recognizable brand has become essential to ensure Insite remains top of mind when these in-demand candidates are ready to move.

How LinkedIn helped

Implementing Hiring Assistant for Sourcing Speed

Recognizing AI's potential to transform recruitment, Insite adopted Hiring Assistant early to surface untapped candidates in their network and identify high-quality talent faster. The added sourcing speed and higher InMail acceptance rates let their recruiters move faster and reduce time-to-hire. With more bandwidth, they were able to manage more roles simultaneously and reinvest time into other high-impact activities—all the while boosting revenue without sacrificing candidate quality.



Results delivered

Revenue Increased by 20%

Within just a few months, Insite achieved a **20% increase in revenue directly attributed to placements made through Hiring Assistant**. Notably, half of these placements were with candidates previously unknown to the team, demonstrating the platform's ability to uncover hidden talent.

Efficiency Gains

Recruiters were able to reach out to **6x more candidates** and saw a **2.15x increase in InMail response rates**. The average **time to fill roles dropped by approximately 7%**, accelerating client delivery and boosting satisfaction. Joe shared that even the most experienced recruiters became more efficient after adopting Hiring Assistant.

Competitive Advantage

By adopting Hiring Assistant ahead of the market, Insite secured a first-mover advantage, offering clients access to a broader, more diverse talent pool. The move reinforced their **reputation as a forward-thinking partner** with a competitive edge. Surfacing untapped candidates and moving faster than competitors allowed them to deliver tangible value. In a market where clients expect agencies to lead, Insite stayed a step ahead.

“The overall experience with Hiring Assistant has been incredibly positive—our most experienced recruiters have become more efficient and are generating more revenue since adopting the tool.”

“Hiring Assistant has given us a real competitive edge by helping us reach passive candidates that our competitors can't, while also improving both the quality and speed of our placements.”



Joe West
Managing Director at Insite

Key features of Hiring Assistant that drove Insite’s success included:

AI-Powered Candidate Matching	Hiring Assistant’s search capabilities surfaced high-demand candidates often missed due to recruiter error, incomplete profiles, or manual filtering limitations. By evaluating thousands of signals across LinkedIn’s network—like member behavior and profile activity—it surfaced qualified talent before competitors, expanding the talent pool and accelerating engagement.
Scalable Personalized Outreach	AI-generated messaging enabled recruiters to engage more candidates with tailored communications, more than doubling response rates. This scalability also gave recruiters back time to focus on communication, relationship-building, and delivering more value to clients.
Seamless Integration	Hiring Assistant fit effortlessly into their existing tech stack, allowing recruiters to layer AI-driven insights onto live searches, job posts, and projects without disrupting workflows. Its flexibility allowed it to adapt to existing processes, easing company-wide adoption.
Unmatched Talent Access	Hiring Assistant uniquely leverages LinkedIn’s vast and trusted professional network, giving recruiters access to both active and passive candidates that no other platform can match. This reach and depth are key differentiators for Insite, enabling discovery of talent unavailable elsewhere.

“*LinkedIn gives us access to the entire professional talent market in a way no other platform can. Other tools might try to scrape data, but they can’t match the depth, reliability, or freshness of LinkedIn’s information. That’s why we trust LinkedIn’s Hiring Assistant to help us reach and engage the best candidates.*”



Joe West
Managing Director at Insite