



## How KEO's data-driven approach to recruitment unlocked transformation in the MENA talent market

**The challenge:** Sourcing and recruiting high-quality talent

- The talent acquisition team in KEO, an international consultancy firm, was performing very well but they faced some challenges in sourcing skilled talent in the highly-competitive MENA region.
- KEO wanted to optimise its performance by utilising real-time analytics in order to better react to market trends and to position itself even further ahead of the curve.
- KEO wanted to develop a clearer internal mobility path and maximise opportunities for its internal candidates so that they could develop in their roles and progress within the organisation.

**The solution:** Adopting LinkedIn Talent Insights (LTI) to boost overall efficiency

- To secure buy-in from key stakeholders, the talent acquisition team initiated a pilot programme of LTI to test its functionalities—evaluating success through key metrics such as 'time-to-fill' and 'candidate quality'. The success of the pilot gave stakeholders the confidence to proceed to a full LTI contract.
- LinkedIn teams assisted KEO by providing them with user guides, tutorials, access to webinars, ongoing training on new features, and technical support to ensure seamless integration with KEO's systems.
- Thanks to LTI's real-time data on global market trends, KEO was able to anticipate industry shifts and make informed decisions—enabling KEO to become more competitive and reduce the time required to fill roles.

461

new hires  
last year

6%

growth last  
year

9%

attrition rate  
globally



Construction | 2,600 employees

Goal: Source and recruit top talent in the MENA talent market.

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With LinkedIn Talent Insights, we can use the power of data to drive decisions to not only identify top talent, but also foster more strategic collaborations across our teams. It has enabled our TA team to be more than just a recruitment service and become a truly valued advisor to the business.”



**Lydia Ferriss**

Talent Acquisition Manager,  
KEO - Human Resources

