Linked in + **NES FIRCROFT**

Accelerating Sourcing at NES Fircroft with Recruiter and Hiring Assistant

LinkedIn Case Study

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Goals
Increase Hiring Efficiency

Employees
3,000+

Industry
Staffing and Recruiting

Success Story

NES Fircroft, a global leader in engineering search & staffing, faced mounting pressure to deliver faster, more diverse and higher-quality talent in a competitive market. With client expectations rising and sourcing demands intensifying, NES Fircroft knew it was the right time to explore AI tools and already had a strong partnership with LinkedIn. LinkedIn Recruiter and Hiring Assistant provided an opportunity for the team to be a leader in the industry, incorporating AI into their processes and transforming their recruitment strategy. For NES Fircroft, adopting Hiring Assistant was a strategic leap forward to drive more hiring efficiency and freeing up time for recruiters to engage with candidates in a more personal and meaningful matter. The tools empowered recruiters to move faster, engage smarter, and deliver better results.

"We saw a 65% InMail acceptance rate from candidates sourced by Hiring Assistant compared to just 39% from manual sourcing"

Harry Fitzwilliam-Pipe, Recruitment Manager

"Two of our roles were filled entirely through Hiring Assistant without the need for manual sourcing."

Chris Nevin, Executive Search Director

Challenge

Improve Hiring Efficiency Across High-Demand Sectors

Operating across high-demand sectors like Oil & Gas, Power & Renewables, and Life Sciences, NES Fircroft needed to evolve its sourcing approach. Recruiters were spending a significant portion of their time manually searching for candidates, often missing passive talent and having trouble keeping pace with client demands. The challenge was to reduce time-to-hire and increase candidate engagement—without compromising quality or the personalised experience that defines NES Fircroft's brand.

How LinkedIn helped

Leveraging AI for Efficient Sourcing

By integrating Recruiter and Hiring Assistant into their workflow, NES Fircroft recruiters unlocked new levels of speed and precision. The AI-powered tools surfaced unique and passive candidates that traditional searches often missed, while the "Show Details" feature helped recruiters quickly assess fit and relevance. This allowed the team to shift focus from manual tasks to strategic activities like directly engaging with clients and nurturing candidates.

Results delivered

Uncovered a Wealth of Highly Qualified Talent

Hiring Assistant helped NES Fircroft surface high-quality candidates that traditional boolean searches often missed by analysing thousands of signals across LinkedIn's network. Recruiters used AI-generated messaging to engage more candidates with tailored outreach, doubling InMail acceptance rates and accelerating response times. Recruiter and Hiring Assistant enabled the team to manage more roles and respond to client needs with greater agility while seamlessly integrating into existing workflows.

The unified impact of Recruiter and Hiring Assistant was immediate and transformative. NES Fircroft quickly saw a **65% InMail acceptance rate** from candidates sourced via Hiring Assistant compared to the 39% rate from manual sourcing. **Sourcing time was cut by up to 50%**, allowing recruiters to manage more roles and reinvent time into acting as strategic advisors to their clients and spending more time speaking with candidates. The tools also uncovered a broader and more diverse talent pool of passive candidates leading to higher-quality placements.