



Saint-Gobain: An AI-driven recruitment revolution in partnership with LinkedIn

Success story

Adopting a consistent approach to drive efficiencies in talent acquisition and brand awareness

Saint-Gobain is a global leader in construction and high-performance materials manufacturing, yet despite its reputation as a true “engineering house”, the group did not have the same market presence as some of the brands within its portfolio.

Therefore, it wished to elevate the group’s global identity, position itself as an employer of choice, refine recruitment strategies and strengthen its competitive position.

Saint-Gobain decided to increase brand awareness among top candidates, boost people’s understanding of the organisation’s broader mission and company culture and streamline recruitment workflows by driving efficiencies during the talent acquisition process.

But how? Saint-Gobain turned to LinkedIn to help refine its hiring practices, improve employer branding, expand its talent pipeline and reduce reliance on external agencies.



Challenge

Show of strength: Elevating Saint-Gobain's identity on a global scale

Candidates were often aware of Saint-Gobain's brands but not always aware they comprised part of the wider group. This led candidates to overlook exciting opportunities within the Saint-Gobain organisation itself. A solution was needed to bridge the gap, which would allow Saint-Gobain to communicate the group's rich history, highlighting its collective strengths to potential candidates.

The senior management and HR team wished to embed a group-wide approach to recruitment that could consistently be applied and find solutions that would address the length of time candidate search takes, the variability in recruitment structures across different regions, the scarcity of qualified talent in engineering and technical fields, and economic uncertainty that can impact how many qualified candidates change jobs.

Results



Result 1

Engaged audience

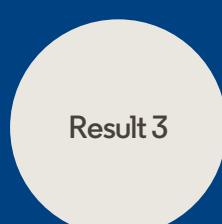
73% increase in views on Saint-Gobain's Jobs and Life Pages



Result 2

Quality hires

In the last two years, job views have increased by 106%, resulting in a 20% increase in influenced hires..



Result 3

Reduced recruitment costs

Reduced reliance on external recruitment agencies by more than 38%, saving Saint-Gobain time and money



Industry: Wholesale Building Materials

No. of Employees: 10,001+

Headquarters: Courbevoie, Île-de-France

Solution

Tailored recruitment and brand awareness

Saint-Gobain adopted a multi-layered strategy, combining AI-driven tools, personalised candidate engagement, and ongoing recruiter training.

Consistency was key to Saint-Gobain's recruitment and brand awareness journey. It leveraged LinkedIn's extensive products and features to extend Saint-Gobain's reach both globally and locally across diverse business units. By using LinkedIn, the aim was to effectively showcase the employer brand worldwide while tailoring an outreach to attract talent to the Saint-Gobain group, including the different brands that operate within specific industries and regions.

Utilising a mix of Recruiter Licenses, Job Slots and Career Pages and Traffic Drivers adverts, Saint-Gobain empowered recruiters with the tools they needed to actively headhunt top candidates and fill open roles quickly. The Recruiter Licenses allowed Saint-Gobain to proactively search for, connect with, and engage high-potential candidates, especially in regions where talent was scarce. Job Slots enabled Saint-Gobain to maintain a consistent presence on LinkedIn's job board, ensuring that all opportunities within the group were accessible to both active and passive candidates at all times and Traffic Drivers adverts drove targeted talents to learn more about Life at Saint-Gobain and its subsidiaries.

A standardised approach to using LinkedIn tools

Saint-Gobain started to centralise the management of LinkedIn accounts and licenses to create consistency and accountability across all regions. This phase involved building a recruiter network, connecting HR teams globally to share their experience, and establishing a standardised approach to using LinkedIn's tools.

"This centralisation made it easier to monitor performance and ensure alignment with our overarching talent acquisition goals," explained Jan Billekens, Manager Group HR Efficiency at Saint-Gobain. "We needed a tool that spoke to our recruiters, ensuring we could gather all concerned stakeholders. At first, it was a very small community, but in less than two years, it is now a community of more than 200 engaged recruiters following our strong Engagement Network Programme."



Our partnership with LinkedIn has improved our recruitment strategy, expanded our talent network, and increased our brand visibility"



Souad Habchi

Human Resources Director, EMME Cluster at Saint-Gobain



Solution

Communicating the value of LinkedIn with training

LinkedIn assisted Saint-Gobain by engaging in brainstorming sessions and providing technical advice throughout the integration process.

LinkedIn's customer success team also introduced recurring training sessions throughout the year. Recruiters received updates on market insights, and LinkedIn tool enhancements, and attended hands-on training. In addition, during LinkedIn Learning Week, recruiters were empowered to spend time taking part in skills development sessions, boosting their confidence and effectiveness in using LinkedIn's tools.

Together, these initiatives created a cohesive strategy that not only enhanced Saint-Gobain's recruitment efficiency but also strengthened its employer brand by ensuring consistent, personalised, and informed candidate engagement.

Using AI to customise messaging and appeal to candidates

Saint-Gobain used LinkedIn's AI to quickly generate candidate lists from brief descriptions of ideal profiles, reducing screening time from three hours to 30-45 minutes per requirement. AI was instrumental in customising outreach messages via InMails. Recruiters were able to send tailored, personalised messages that were more relevant to each candidate. This significantly increased response rates because candidates could relate to the messaging that directly addressed their skills and interests. Furthermore, LinkedIn's screening questions feature helped streamline the application review process by allowing recruiters to set ideal answers and scores for each role.

LinkedIn cuts recruitment costs by reducing reliance on agencies, helping you find the right candidates easily."



Jan Billekens

Manager Group HR Efficiency
at Saint-Gobain

Solution

Transforming the recruitment process with personalised content and increased brand visibility

The decision to engage with LinkedIn was driven by Saint-Gobain's need for a reliable, global platform capable of reaching talent across diverse markets.

Saint-Gobain wished to leverage LinkedIn's products to extend its reach both globally and locally across diverse business units.

Jan Billekens, Manager Group HR Efficiency at Saint-Gobain explained: "With LinkedIn's solutions, we have effectively showcased our employer brand worldwide while tailoring our outreach to attract talent to the Saint-Gobain group and our different brands within specific regions and industries."

Pia Alegra Helou, Human Resources - EMME Cluster at Saint-Gobain said: "Our partnership with LinkedIn has helped grow our organisation by professionalising our usage of the platform. This includes an improved recruitment strategy, an expanded talent network, and increased brand visibility. In the last 12 months, the acceptance rate of InMails has increased by eight per cent, and the number of people following Saint-Gobain's global page has grown by 25 per cent."

Souad Habchi, Human Resources Director, EMME Cluster at Saint-Gobain explained: "Our partnership with LinkedIn has yielded strong results and success rates in our hiring as well as cost avoidance. Our LinkedIn hires are well-integrated and proved to be promising talent. Additionally, we have effectively showcased our employer brand in the region where we are operating and across industries, and we can see the effect on our growing application and acceptance rates."



LinkedIn is an essential tool for targeted recruitment, branding, AI-driven outreach, and insights to refine hiring."



Pia Alegra Helou

Human Resources - EMME Cluster
at Saint-Gobain