



# How Serrala used LinkedIn to transform talent acquisition and grow

## Success story

### Growing a strong candidate talent pipeline

For more than 40 years, Serrala's innovative suite of FinTech products has been empowering chief financial officers to make the best decisions for their businesses.

The award-winning global leader in finance process automation operates in a fast-paced industry that values process, innovation, and transparency. Therefore, it's imperative that Serrala doesn't just keep pace with new ways of working and practices – it must lead the charge.

With already established hubs in Europe, North America, and India and with more than 760 employees, the business wishes to be at the forefront of FinTech, pushing boundaries, and driving growth.

But how can Serrala best support its customers that are under increasing pressure to drive efficiencies, accuracies, and control?

At the heart of any growing business is a team of motivated employees ready to help its customers succeed. Hence, Serrala made a strategic move and turned to LinkedIn to enhance its recruitment function and processes. It wished to create a new internal talent acquisition team, reduce its reliance on external recruitment resources, have greater control of its talent candidate pipeline, and embrace new ways of working. Each of these measures would strengthen the ambitious business' position in the marketplace, increase brand awareness, prepare the business for future challenges, and support sustainable growth.



## Challenge

### Taking a more active role in candidate engagement and development

Serrala is a dynamic company with ambitious goals. In 2020, the FinTech specialist recognized a business need for an internal talent acquisition team that would benefit from a strong network and candidate pipeline. In the beginning, Serrala made full use of LinkedIn Recruiter but soon realized the business could achieve more with the platform.

Serrala wished to evolve the way it worked. Specifically, Serrala's recruitment team wished to be seen as true business consultants and have a more active role in candidate engagement and development. This was one of the main drivers for the decision to develop a stronger relationship with LinkedIn. However, budget was also a key reason for change.

## Results

### Result 1

#### Increased brand awareness

In the last 12 months, Job Views have increased by 10% and stand at 504,000

### Result 2

#### Engaged candidate pool

75,200 – the number of Job apply clicks up 20% on previous year

### Result 3

#### Embracing a learning culture

78% of employees have activated LinkedIn Learning and 55% are repeat learners



**Industry:** Software Development

**No. of Employees:** 501-1,000

**Headquarters:** Norderstedt, Schleswig-Holstein, Hamburg

## Solution

### Adopting a proactive approach to sourcing candidates and network growth

Serrala no longer wished to draw on “costly” external resources, so a “hard stop” was placed on external recruitment agencies. Soon after, Serrala’s talent acquisition team adopted a more proactive approach to sourcing candidates.

At the start of Serrala’s LinkedIn Recruiter journey, the talent acquisition team used other platforms for German-speaking candidates. However, the business soon discovered that other external platforms could not deliver the same value as LinkedIn.

There was a strong desire to streamline recruitment processes, reduce time to hire, and connect with talented professionals that could see the business through even more exciting periods of growth. For example, the team worked alongside LinkedIn and grew its contacts and networks by actively approaching talent with personalized InMail messages.

### Developing a strong learning culture

Serrala worked in close partnership with LinkedIn’s customer success teams to understand all the tools and resources at its fingertips. Not only did Serrala utilise LinkedIn Talent Solutions, but it also used LinkedIn Learning to upskill employees and develop a strong learning culture.

This was necessary in order to develop new ways of working and support team members with specific projects and tasks.



*Ask any talent acquisition specialist, they will tell you they feel naked without LinkedIn Recruiter. LinkedIn Recruiter has become indispensable and only grows in value.”*



**Thisiera Badal**

Director Talent Acquisition EMEA & Global Talent Development at Serrala



## Supporting business ambitions

For talent acquisition to be successful, it was vital that Serrala connected the right talent to the right positions. With the support of LinkedIn, Serrala further developed its job advertisements. It adopted a more inclusive language, an honest language, to present the company as its authentic self. This move was seen as genuine and contributed to lower churn rates, which was one of the KPIs set by the HR department.

Such moves have already contributed to business success. Hence, LinkedIn is now Serrala's go-to resource for sourcing candidates and fulfilling specific business needs. In fact, Serrala sees LinkedIn as a partner that keeps supporting the business' ambitions and growth ideas, pushing the global talent acquisition team to think bigger and better.

Furthermore, by working closely with LinkedIn, Serrala is now discussing how talent acquisition and talent development can be interwoven to ensure all employees are given the opportunity to learn new skills. The expectation is that this will lead to even more internal mobility which eventually also supports the churn reduction. Subsequently, this further supports future business plans and growth.