

The personal touch: Growing the family with LinkedIn

Challenge: Keeping pace with rapid expansion in APAC

- With a firm lead in the ANZ market, luxury hotel amenities supplier VANITY GROUP was eager to broaden its footprint across Singapore, Shanghai, and India, with plans for further expansion in Asia in 2025. To achieve these goals, VANITY GROUP knew it had to hire people with the right skills and attitude who could hit the ground running. Having previously worked with recruitment agencies to source for niche roles, such as bilingual candidates across various departments, VANITY GROUP decided it needed a more time- and cost-efficient way to home in on suitable job candidates.
- Since VANITY GROUP started using LinkedIn Recruiter in 2019, the business has been able to target high-caliber candidates more rapidly. Drawing on a vast pool of global talent, VANITY GROUP has bolstered its more-than-80% market share in Australia and found the right people for their overseas offices. VANITY GROUP's entire Singapore team was hired within 4 weeks with the support of LinkedIn's Chat features.

Solution: More control over candidate outreach; stronger relationships

- **Targeted hiring:** By making full use of LinkedIn Recruiter's advanced search, filtering, and recommendation functions, VANITY GROUP quickly narrowed down the pool of candidates to those with the right combination of skills – such as proficiency in business planning software SAP. The company could also see at a glance how candidates compared against each other, and have the information all in one place, resulting in a more efficient selection process.
- **Building relationships:** With LinkedIn Recruiter, VANTIY GROUP's hiring managers have had more control over candidate outreach, and more opportunities to message top talent and stay on their radar, whether or not they were actively job-hunting. Creating LinkedIn Recruiter "projects" for specific roles also allowed Vanity to track high-potential candidates and contact them when other suitable openings came up.
- **Responsive customer service:** A dedicated account manager from LinkedIn was always on hand to answer any questions the team had about LinkedIn Recruiter.

Luxury Retail | 120+ employees

Goal 1: Expand aggressively in the Asia-Pacific

Goal 2: Build robust teams for business excellence

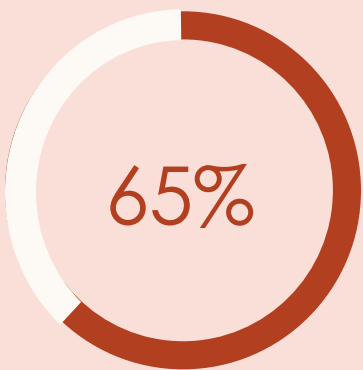


When the time came to renew our LinkedIn Recruiter package, there was no question about it. Being in the hospitality business, it is important for us to work with those who share a common goal to help others. I couldn't speak more highly of the one-on-one service we received from our account manager. We always had our questions answered and always had someone available to talk to. It gave me peace of mind knowing I had an Account Manager to partner with and solve the problem together.

Ben Webb People & Culture Manager at VANITY GROUP



faster filling of open roles



of business growth in APAC due to LinkedIn



increase in employee retention

