

Tieto simplifies its recruitment and boosts employee engagement with LinkedIn



Founded in 1968 and headquartered in Helsinki, Finland, Tieto is the largest Nordic IT services company providing full life-cycle services for both private and public sectors. With approximately 15,000 employees and operations in more than 20 countries, the company has a truly international presence through its product development business and the delivery centres.

The Challenge

Two years ago Tieto’s new CEO decided to shift the focus and operating model of the company in line with changing customer demands. Having formerly been a traditional IT company, the plan was to transform Tieto into a modern IT consultancy and lifecycle services provider.

With such a large transformation, Tieto wanted to redefine its employee value proposition (EVP) and boost internal engagement with recruitment and employer brand building.

Previous efforts had been ad hoc and decentralised, with a number of unconnected local sites and pages, but no single voice for Tieto. Something needed to change.

‘We wanted to work in a more unified, consistent and strategic way,’ says Sophia Boleckis, Head of Employee Engagement at Tieto. ‘We wanted to release the company’s full potential and do it properly.’

LinkedIn was the ideal solution.

Highlights

- Tieto has doubled its LinkedIn follower numbers since joining earlier this year. It now has more than 33,500 followers
- LinkedIn has influenced 20 percent of Tieto’s new hires in the last six months.
- LinkedIn has helped to increase Tieto’s Talent Brand Index from 4 to 12 percent in less than a year.

‘Feedback from managers has been great. Their response has simply been, “Wow! Why didn’t we use this before?”’



Sophia Boleckis
Head of Employer Engagement at Tieto

The LinkedIn Solution

Running a Company Page, five Career Pages, 40 Targeted Job Slots and a number of LinkedIn Groups, Tieto makes LinkedIn work for them.

The five Career Pages allow the company to maintain a centralised and strategic employer brand building strategy while also promoting the unique culture of each of its regional divisions.

Its LinkedIn Groups boost the company's employer brand and allow for greater employee engagement. Tieto's ambassadors group, for example, helps its employees promote the Tieto EVP by sharing updates and information for them to then distribute amongst their own networks. The company's alumni group has also been a success. Its meet-ups receive high praise and effectively promote the values and culture of Tieto.

'We've been very successful this year,' says Sophia. 'Our internal webinars about recruitment and networking are always full and our employees are eager to know more about LinkedIn and start using it.'

Real-world recruiting benefits

Tieto's initial aim with LinkedIn was to increase follower numbers, boost the employer brand and increase employee engagement. Having only joined LinkedIn earlier this year, Tieto has already realised these goals and is now looking to make more of LinkedIn's recruitment potential:

- **A working partnership**
'I'm very happy with how the partnership has developed over the year,' says Sophia. 'The team at LinkedIn is very supportive, proactive and encouraging.'
- **Efficient, unified recruitment**
LinkedIn helps Tieto attract top talent in emerging markets, so it is little wonder that it's one of the company's most important recruitment methods in India. And Sophia is planning to focus more on LinkedIn's recruitment possibilities next year.
- **Establishing a following of qualified talent**
Since joining at the beginning of this year, Tieto's LinkedIn follower numbers have doubled to more than 31,000, giving the company a large pool of valuable potential talent.
- **Increasing employee engagement**
Tieto's webinars, run in partnership with LinkedIn, encourage its employees to promote the employer brand and take a proactive approach to recruitment.
- **Making a tangible impact**
Tieto's activities and increasing presence on LinkedIn now influence 20 percent of the company's new recruits.

'We've had a successful start with using LinkedIn and we have really enjoyed working with the channel,' says Sophia. 'It's fast, easy and effective.'

LinkedIn user tips

- Get your employees active on LinkedIn.
- Use LinkedIn Groups to further increase employee engagement and enhance your company's EVP.
- Use webinars to inform your staff about the capabilities and benefits of LinkedIn.

Visit www.linkedin.com/company/tieto for more information