



A Member of the
ZUELLIG PHARMA GROUP

BUILDING A STRONG EMPLOYER BRAND TO ATTRACT LOCAL TALENT IN INDONESIA **PT Anugerah Pharmindo Lestari (PT APL)**

- PT Anugerah Pharmindo Lestari (PT APL), a member of the Zuellig Pharma Group is the largest independent healthcare distribution company in Indonesia, operating with 33 warehouses and 27 branches across the country.
- PT APL has been operating in Indonesia for over 30 years, and has a 3,000-strong local workforce. Its sales force covers 30,000 customers directly including pharmacies, hospitals, doctors and modern trade, and 60,000 provisional stores indirectly.
- To support its rapid growth, there is a critical business need to hire managers, management trainees and senior leaders with the right skills set. To fill these roles, PT APL's HR team knew they had to invest in their employer brand and look beyond their industry.
- Through showcasing their employer brand and culture on LinkedIn, PT APL has become a more attractive company to local talent.





The **Challenge**

PT APL is the largest independent healthcare distribution company in Indonesia. The company has high talent demand in sales, operation, quality control and finance. Candidates must have strong communication and leadership skills as tasks range from interacting with customers, working with cross functional teams to engaging external stakeholders across the country.

Potential candidates include those coming from outside the healthcare industry. The challenge was to tap into that pool of talent and create awareness about PT APL's career opportunities and employer brand.

To achieve this, what PT APL needed was a broader reach of their employer brand and a strong recruiting platform that enabled them to access Indonesia's vast talent pool and build a healthy pipeline.

The Solution

To elevate their profile and reach a wider audience, PT APL's strategy was to invest in employer branding. Creating a Career Page on LinkedIn gave them the platform to share their culture and what the company has to offer.

In 2013, PT APL partnered with LinkedIn to build a Career Page that showcases the brand and its employees. They also started targeting qualified talent using InMail. Besides the Career Page, PT APL used LinkedIn's recruiter licenses and job slots to achieve their goals.

"Working with LinkedIn helped us to build our employer brand in Indonesia, and our reputation as an employer of choice has grown significantly since 2013. We realised that there was strong interest from talented professionals in developing their careers with PT APL, but previously there were no channels for them to learn about us," said Lanny Anggraeni, Vice President - Human Capital at PT APL.

As interest from the candidate market increased, PT APL also began talking to their employees about LinkedIn. By teaching employees how to create good LinkedIn profiles, PT APL automatically gain brand ambassadors for itself. This initiative began at senior management level, and continued to managers. Today, employees continue to actively share PT APL's content and updates on LinkedIn.



“ We use LinkedIn to attract and find managers and management trainees across Indonesia. LinkedIn is also a great source for senior leadership hires. It has expanded our pool of potential talent, shortened sourcing time, and reduced recruitment cost. But ultimately, LinkedIn has helped us share our stories and company culture, and elevate our employer brand to a new level.”



Lanny Anggraeni
Vice President - Human Capital



The Results

The collaboration between LinkedIn and PT APL resulted to higher engagement and better awareness of the company's employer brand, increased followers, improved InMail response rate, and helped to fill critical leaderships roles.

LinkedIn has become the company's primary source of hire for management and leadership positions. In fact, PT APL's increased awareness and branding has been so successful that the company was recognised as one of Indonesia's Best Places to Work for 2016 by HR Asia Magazine.

These results show that by sharing their authentic company culture and promoting employee advocacy, PT APL's employer brand has attracted a wider pool of candidates, including talent outside the pharmaceutical and healthcare industry.

*Followers on Company Page tripled in the past three years with **20,000** new followers within two years*

*InMail response rate at **40%** which is **2X** higher than average on LinkedIn*

Reduced recruitment cost and agency spend

Increased InMail response rate through active employer branding posts on Career Page



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