



KBC creates a data-driven culture in HR.

SUCCESS STORY

KBC Bank's executive team wanted to build a data-driven culture in company operations and workforce management. But Tracy Villanueva, who leads the People Analytics team, didn't have a reliable source of data on the external workforce and marketplace. Access to LinkedIn Talent Insights helped country-level decision makers uncover talent-rich pools in key regions.



New talent pools

With access to real-time data, HR teams tapped previously undiscovered talent pools in Hungary, Bulgaria, and the Czech Republic.



Competitive analysis

Teams can now see not only where competitors are drawing talent but also specific skills they're hiring for across markets.



Data-driven hiring

With access to data—such as attrition within skill sets and business functions—teams can explore new markets and make better-informed decisions.



THE CHALLENGE

Sourcing data to inform hiring strategies

With KBC undergoing a digital transformation in operations and workforce management, Tracy Villanueva was tasked with building a data-driven culture in HR. Villanueva had access to KBC's internal data, but needed a reliable source for external data.

THE SOLUTION

Putting data in the hands of decision makers

To better understand the external workforce and inform KBC's strategies on acquiring, developing, and retaining top talent, Villanueva and her team leveraged [LinkedIn Talent Insights](#) for a holistic view of the talent marketplace. So that real-time talent pool data could easily be accessed by company decision makers, LinkedIn Talent Insights was rolled out to the heads of country-level HR departments. The team provided use-case examples to facilitate each department's understanding and usage of the tool.



The added value of Talent Insights is that it offers us a clear and aggregated picture of the talent marketplace and our competition, helping us to make decisions that are relevant to our context.



Tracy Villanueva

Head of People Analytics
KBC Bank

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