



Reducing time-to-hire at Brand Networks.

SUCCESS STORY

For Recruiting Director Matt Osborne, researching candidates at **Brand Networks** was time consuming given multiple, disconnected recruiting systems. Integration of systems through LinkedIn Recruiter System Connect shortened research time, significantly shortening the hiring timeline.



Improved efficiency

The connection between LinkedIn and Brand Networks' ATS affords Osborne immediate access to up-to-date information on current and past applicants.



Time savings

Because the ATS auto-populates with LinkedIn data, he saved an average of 5 hours a week previously spent toggling between systems.



Decreased time-to-hire

With less time spent on research and more on candidate outreach and follow-up, time-to-hire has decreased by several days.



THE CHALLENGE

Time-consuming manual processes

As a recruitment team of one at Brand Networks, Osborne found himself spending a huge portion of each week manually tracking candidate information and updating their applicant tracking system (ATS), JazzHR. The significant research time prolonged the hiring process.

THE SOLUTION

Single workflow improves productivity

By establishing a direct link between **LinkedIn Recruiter** and the ATS with **LinkedIn Recruiter System Connect**, Osborne can view LinkedIn profiles and up-to-date information of current and past applicants right in the ATS. By establishing a direct link to the ATS with LinkedIn Recruiter System Connect, Osborne saves roughly five hours a week on data entry. As a result, Osborne is able to see the most up-to-date status of current and past applicants, making his days much more efficient.

[Learn more](#)

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Being a one-man show, my day is super busy and largely based on the availability of candidates. LinkedIn's Recruiter System Connect allows me to optimize my time and focus on key priorities.



Matt Osborne

Recruiting Director
Brand Networks