



# Consolidation of data improves workflow at Optymyze.

## SUCCESS STORY

The talent acquisition team at **Optymyze** struggled with the time-consuming manual process of transferring candidate information from the LinkedIn platform into the company's applicant tracking system (ATS). Consolidating data from the two systems into one workflow with LinkedIn Recruiter System Connect (RSC) has saved time and improved InMail response rates.



### Time savings

Consolidating candidate information saves team members an average of two hours per week on research.



### Increased efficiency

Exporting candidates from LinkedIn to their ATS in a single click reduced much of the team's manual administrative work.



### Improved InMail response rates

By tailoring messages to reference previous interactions, the team is seeing better outreach email response rates.



## THE CHALLENGE

# Disconnected systems

The talent acquisition team at Optymyze spent hours each week manually transferring candidate information from LinkedIn Recruiter into their ATS, SmartRecruiters. Information scattered across platforms made it difficult to track candidate touchpoints. Talent Acquisition Specialist Paige Bishop needed a way to consolidate data so it's organized and easily accessible.

## THE SOLUTION

# Easy access to candidate data

To centralize candidate data from **LinkedIn Recruiter** and their ATS, Bishop activated **LinkedIn Recruiter System Connect**, which connected her two systems into one time-saving workflow. Having job-posting data, application data, and candidate data in one place saves her time each week. And she can now tailor InMail messages to reference past candidate interactions with confidence, resulting in a higher InMail response rate.

[Learn more](#)

“

The context LinkedIn Recruiter System Connect provides through InMails and application history influences my outreach decisions and increases the likelihood of candidate response.



**Paige Bishop**

Talent Acquisition Specialist  
Optymyze