



# Increasing candidate placements by **20%** and recruiter productivity by **14%**

Solutions Driven, a staffing and recruitment firm, leverages SocialTalent's e-learning platform to train its recruiters, ensuring it delivers the best talent to its clients as efficiently as possible.

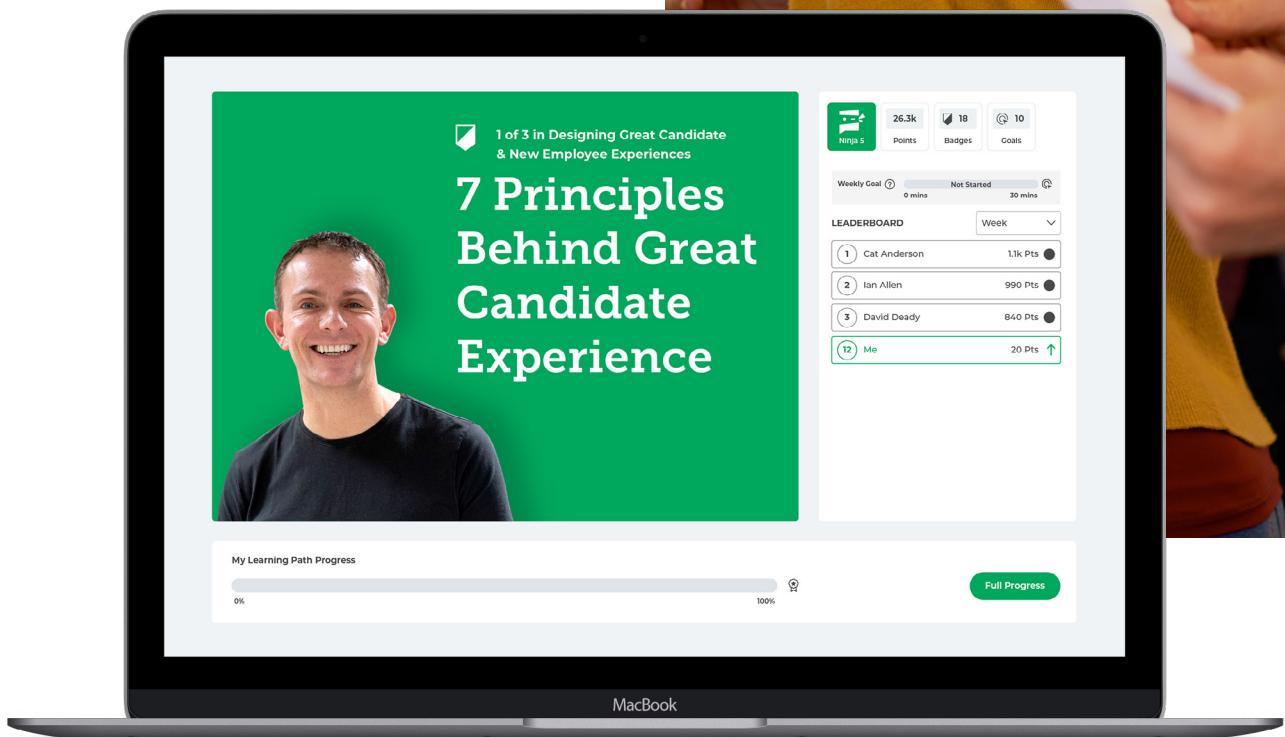
# Challenge

## Decreasing candidate engagement rates

When Solutions Driven engaged with SocialTalent, the biggest challenge the company's recruiters were facing was candidate engagement.

Team members were finding that, as talent became more passive in nature, they were finding it a lot harder to attract candidates and grab their attention. As a result, their candidate engagement rates were decreasing. This in turn affected their confidence when it came to communicating with potential hires.

Solutions Driven's recruiting team needed to learn where and how to contact candidates effectively, and how to keep those candidates engaged.



# Approach

## **SocialTalent's L&D platform empowers Solutions Driven's recruiters with the skills to find and place the best candidates**

Solutions Driven rolled out SocialTalent's learning and development platform to all its recruiters to equip them with the training they needed to excel in their roles and drive the best outcomes for their clients.

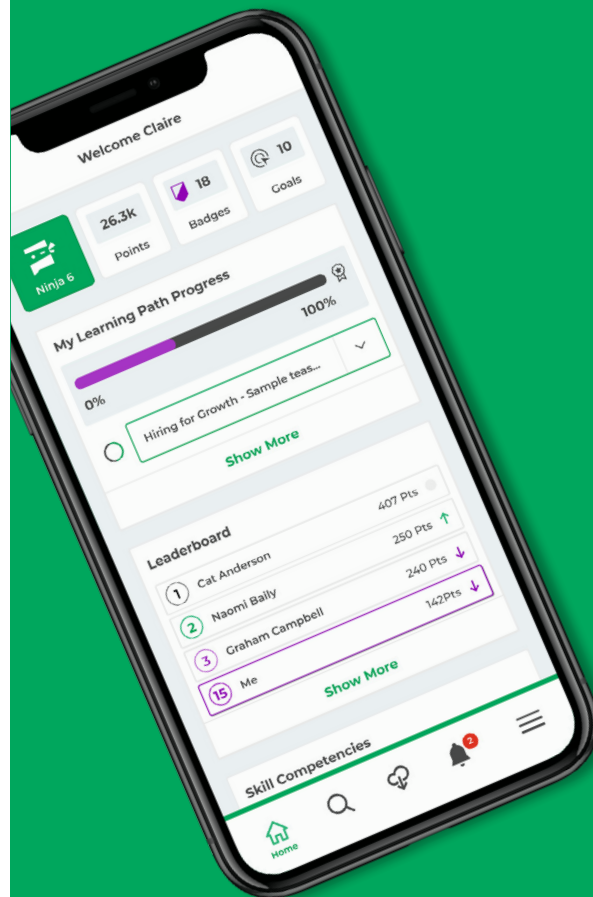
The company has leveraged SocialTalent's full suite of thought leading content on every aspect of hiring. From sourcing and attracting great talent to engaging and managing candidates – the training has enabled their recruiters to place the best talent for its clients.

## **Elevating communication and engagement with candidates to deliver a better experience**

When designing customized learning paths for everyone at Solutions Driven, SocialTalent made sure to address the company's immediate challenge with candidate engagement.

As part of its online training experience, SocialTalent introduced the Solutions Driven team to more methods of communication to engage candidates, including Twitter, Github and StackOverFlow.

SocialTalent combined this with a detailed 'back to basics' approach, highlighting content to help the Solution Driven's team improve their phone and email outreach. With the aim of building a strong foundation, each platform could then be leveraged to ensure that candidate communication and engagement would deliver the best response.



**“Our team have been using the SocialTalent platform for some years and it is without a doubt the best training investment we have ever made. In an ever changing recruitment world, where keeping up with technology is a full time job, using the SocialTalent platform gives you the confidence that you are staying ahead and using the most advanced sourcing tools available.”**

**Gavin Speirs**

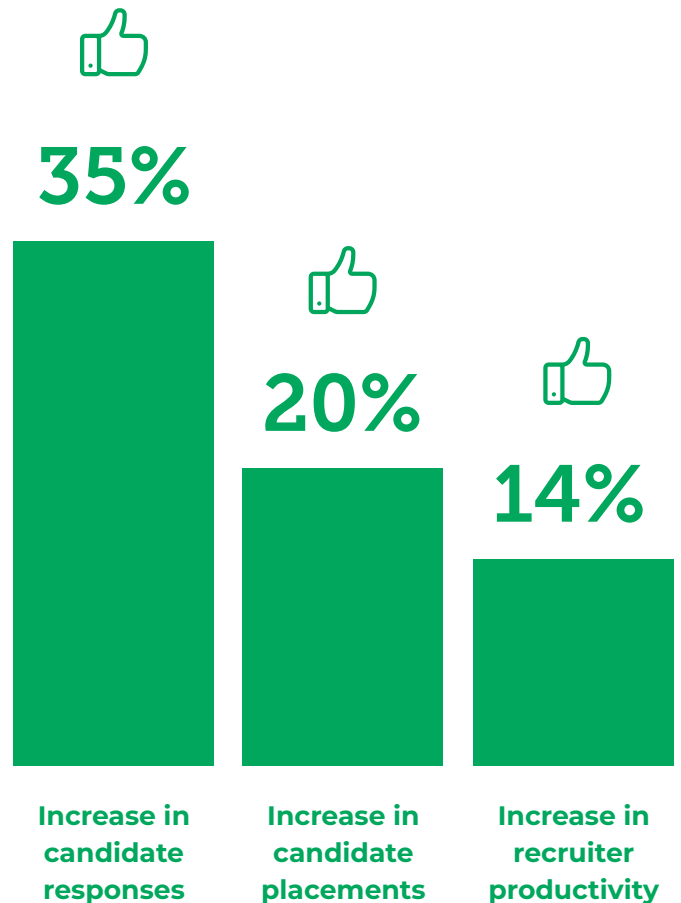
Chief Executive Officer  
Solutions Driven



# Business Impact

The training has helped the Solutions Driven team see the importance of not only sourcing the best candidates, but connecting and engaging with those candidates in the right way, through the right channel, and at the right time.

When the leadership team at Solutions Driven measured the benefits of implementing the knowledge acquired from the SocialTalent training, they found that, on average, they achieved over one hour's improvement in recruiter productivity per day (72 mins) which represented a 14% increase in productivity. The company also saw a 35% rise in candidate response rates leading to an overall 20% increase in placements post training.



**Gavin Speirs**

Chief Executive Officer  
Solutions Driven

“With every training investment, the real key is true ROI and SocialTalent’s platform has been a fantastic ROI – 20% increase on number of placements post training, 35% increase in response rates and 14% increase in output per person.”

“Also very importantly, the team at SocialTalent live and breathe the product and its content and are so passionate and responsive along the way!”

## About Solutions Driven

Solutions Driven is a staffing and recruitment firm that was founded in 1998 in Glasgow, Scotland. The company is represented in nine different countries including India, Austria, USA, Australia, Japan and the UK. It focuses on traditional sectors such as manufacturing, pharmaceuticals, engineering and electronics as well as tech fields of AI, machine learning and computer science.

The company prides itself on the fact that 96% of its hires celebrate their first year anniversary and 89% of them do the same the next year. Additionally, 43% of its hires are promoted within the first two years of joining their new organization, and 41% of its hires are diverse.

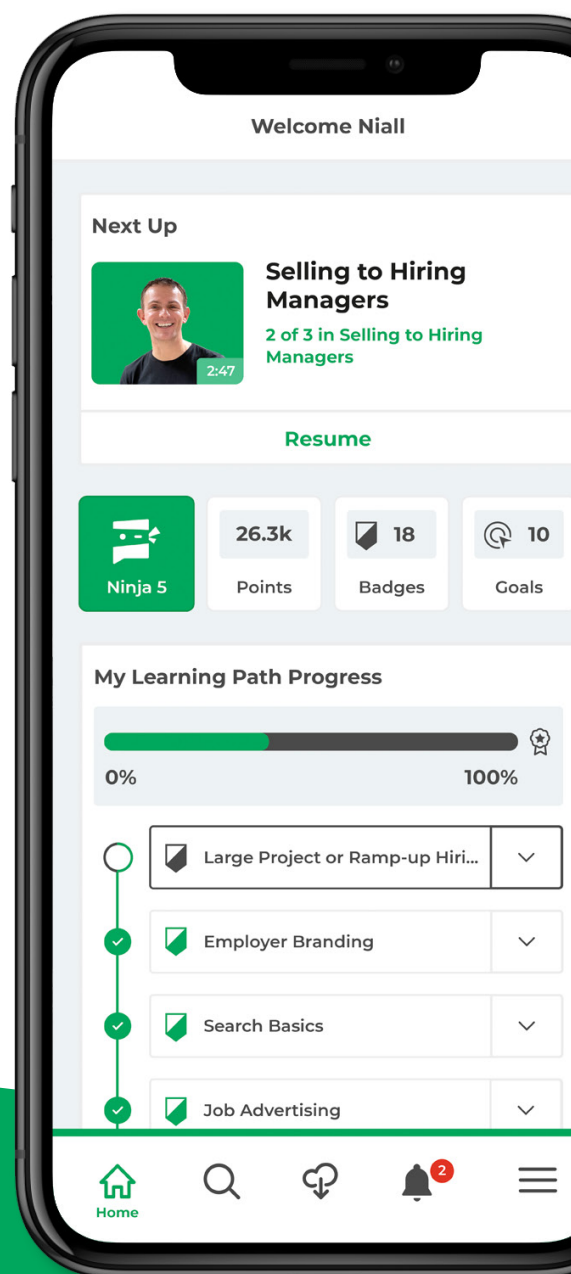
## About SocialTalent

SocialTalent is the world's only learning platform dedicated entirely to hiring. We give teams the skills and knowledge to find, hire, onboard and engage great talent. Learn from leading industry experts on an intuitive platform that can be easily tailored to your specific needs. SocialTalent is the solution for hiring excellence.

If you would like to [learn more](#) about how SocialTalent can help you and your organization to develop your skills to find, hire, onboard and engage with top talent, contact us today.

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