Driving Business Agility: UOB Accelerates Hiring Success with LinkedIn's Hiring Assistant

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Goals
Increase Hiring Efficiency

Employees
10K+ employees

Industry
Banking

Introduction

United Overseas Bank (UOB) has long been recognized for its enterprising spirit and operational excellence in talent acquisition. In recent years, UOB embarked on a multi-year transformation journey to modernize its talent acquisition function, focusing on agility, productivity, and efficiency. A pivotal step in this journey was the adoption of LinkedIn's Hiring Assistant, a strategic move that not only streamlined recruitment processes but also empowered UOB to meet evolving business needs with greater speed and precision.

> "Hiring Assistant has made our TA function more agile. We can respond to business needs faster and operate with a level of scalability that wasn't possible under our previous model."
>
> — **Jay Chan**, Executive Director, Head of Talent Acquisition, Group Human Resources at UOB

Challenge

Scaling Talent Acquisition Amidst Market Volatility

UOB's talent acquisition (TA) team faced mounting pressures in a rapidly shifting hiring landscape. Post-pandemic, the organization experienced a surge in hiring, expanding the TA team from 15 to 35 members. With the organisation's needs evolving and hiring patterns changing over time, the talent acquisition team saw a timely opportunity to modernise our recruitment model. Rather than relying on traditional, labour-intensive processes, Jay Chan, Head of Talent Acquisition, UOB, led efforts to explore solutions that could elevate candidate quality, shorten time-to-fill and better support UOB's future operating model.

Solution

Leveraging Hiring Assistant for Strategic Sourcing

UOB's leadership recognized the need for a more agile and scalable approach to talent acquisition. UOB's integrations with Workday, via LinkedIn Recruiter System Connect (RSC), empowered them with a seamless workflow, better candidate tracking, and resulted not only in time savings but enabled them to identify LinkedIn as the primary source of talent. Building upon RSC's foundation, Hiring Assistant takes it further with its AI-driven candidate sourcing, feedback loops, that allowed UOB's talent acquisition team to identify, engage, and hire top talent.

A defining moment came when Jay posted a critical role to two external recruitment agencies and simultaneously searched on their own with the support of Hiring Assistant. While agencies contributed to the search, the final hire was identified through Hiring Assistant, which proved especially effective in matching our specific requirements.

Impact and Results

- **Accelerated Hiring and Cost Savings:** Hiring Assistant helped UOB fill critical roles faster with more cost efficiencies, strengthening our direct sourcing capabilities while continuing to work with agency partners as part of our overall sourcing strategy.
- **Improved Agility and Productivity:** The Talent Acquisition team achieved greater adaptability to evolving business requirements, with the Hiring Assistant facilitating more effective candidate sourcing and allowing additional focus on strategic priorities.
- **Strategic Integration and Partnership:** The Recruiter System Connect (RSC) integration with Workday provided visibility into talent sources, reinforcing LinkedIn as UOB's primary channel and strengthening the strategic partnership for future connected projects.

Adoption and Implementation

A thoughtful change management approach facilitated the effective implementation of Hiring Assistant throughout UOB's TA team. The leadership's emphasis on agility alongside usage of relevant AI tools to boost productivity and efficiency, aligned with the benefits of Hiring Assistant and encouraged the team's buy-in. This clear and consistent messaging fosters a greater sense of confidence amongst team members in the new technology. Success stories, such as the direct hire of a TA head in Malaysia via Hiring Assistant, were leveraged to inspire confidence and encourage adoption. The team quickly recognized the benefits of AI-powered sourcing, including time savings, expanded talent pools, and improved candidate quality. Early user success led other recruiters to request access to the tool, resulting in wider adoption and an expansion of licenses as UOB recruiters integrated it into their workflow.

"Our recruiters immediately felt the time savings. Hiring Assistant automates sourcing and outreach, giving our team more capacity to focus on partnering with the business and improving the candidate experience."

Jay Chan
Executive Director, Head of Talent Acquisition, Group Human Resources at UOB