



How BMC Streamlined Recruitment and Employee Development With LinkedIn to Win the War for Talent

Challenge: Macroeconomic changes yields opportunity

- BMC had to quickly scale up its team during the pandemic to meet the increased demands for tech products and tech workers.
- The organization was competing against companies with larger talent divisions, which prioritized the need for efficient recruiting and hiring solutions.
- The transition to remote work made it difficult to train employees, and many workers reported feeling as if their opportunities for advancement within the company and career development were limited.

Solution: Streamline recruiting and standardize employee development with **LinkedIn**

- BMC expanded its use of **LinkedIn** to automate much of its recruitment process and receive real-time updates when qualified candidates became available on the job market.
- Instead of using several vendors, each with its own metrics and curriculum, BMC adopted a more standardized, centralized approach for employee training by switching to **LinkedIn Learning**.
- Employees were more engaged. **LinkedIn Learning**'s flexible e-learning program allowed employees to complete training modules on their own schedule, causing a 120% increase in employee participation.
- Managers could monitor employee development from one comprehensive hub, increasing engagement and communication between managers and workers.



Increase in employee participation in career development training.



Self-reported levels of employee satisfaction went from below to above the industry average.



Global Reach

IT Services | 6,000+ employees

Goal 1: **Scale Learning**

Goal 2: **Inform Talent Strategy**



Leadership is thrilled with the change to LinkedIn Learning. The executives are like kids in a candy shop; they have all these tools at their disposal and are excited about all the ways they can implement them to develop their employees and improve the organization as a whole."

Carly Field UK Vice President – Global Talent Acquisition

