

How Hilti Plans To Save Over \$260M by Finding the Right Talent, Faster

Hilti has put Beamery at the heart of a more efficient and proactive Talent Acquisition strategy, where they can even nurture passive contacts – using unified skills data to meet big recruitment targets.



CHALLENGE

Hilti is a multinational company that develops, manufactures, and markets products for the construction, energy and manufacturing industries. As part of their “Lead 2030” corporate strategy, Hilti has set the goal of recruiting 55,000 new employees by 2030 – more than doubling their current rate of hiring.

To meet this ambitious target, the Talent team has several challenges to overcome. While scaling their efforts, they must address critical data management issues, better engage passive talent, and better align hiring (and retention) efforts with the company’s evolving business model. With regional recruiting efforts operating in silos, Hilti has struggled to share candidate information across teams, limiting collaboration and scalability. Compounding this challenge was the lack of a centralized system for tracking or engaging candidates, making it difficult to share insights or understand candidates’ skills effectively.

In order to achieve its growth objectives, Hilti needed a more strategic, data-driven approach to workforce planning and identifying skills gaps. They also required greater access to robust talent pools (particularly focused on scarce skills and critical profiles), as well as a more proactive approach to finding, engaging, and securing talent – on a global scale.





APPROACH

To deliver this more proactive, data-driven hiring strategy, Hilti's Talent Acquisition team chose Beamery as the ideal talent platform for their transformation efforts. Bringing talent data, including profiles of silver medalists, into one place means that recruiters have a single source of truth for planning, spotting skills gaps, and tracking and nurturing high quality candidates.



"We really need to get serious about proactively pipelining talent. And Beamery is central to our strategy around that."

– **Lara Farrell**, Global Head of Talent Acquisition Programs, Hilti

With a richer view of the talent landscape, Hilti's team can now ensure Hilti is front of mind for passive talent, and engage with potential candidates well before vacancies arise. Recruiters can also see which communications resonate best, and how quickly candidates re-enter the pipeline, for more effective and efficient recruitment marketing.



"Beamery allows us to not only build the pipelines of talent that we need to have people ready to activate when the vacancies come up, but also to keep engaged with them on an ongoing basis – so that when vacancies do come up, we're positioned as an employer of choice."

– **Lara Farrell**

By creating a unified talent data ecosystem and using Beamery's AI capabilities, Hilti actively calibrates job vacancies based around skills, and dynamically highlights relevant ("suggested") contacts, to develop the ideal shortlist and, ultimately, isolates the best candidates. Hilti has rolled out Beamery with international teams in more than 120 countries, with a user interface in more than 25 languages. The global nature of the platform allows Talent Acquisition to share international candidates across borders, while Beamery's AI allows them to tweak a vacancy to ensure it captures the precise skills required.



"We required software to serve our global, regional, and local teams and needs ... For us, it is crucial to communicate with our candidates in their native languages. Beamery is very easy to use as a software. It's also very easy to adapt to local needs."

– **Magda Szczepanska**, Global Talent Acquisition Product Owner, Hilti

SOLUTIONS



**Universal Skills
Platform**



**Talent
Marketing**



**Talent
CRM**



Events



**Candidate
Experience**



IMPACT

Since implementing Beamery, Hilti has transformed its talent practices, dramatically improving hiring efficiency, and empowering them to make higher quality, skills-based decisions. With deeper integration of Beamery into the team's day-to-day work, they have reconsidered what data points should be tracked and optimized (time to fill, time to hire, and time to start) and are finding additional efficiencies throughout the recruiting process. Beamery's analytics have elevated the team's understanding of return on investment for campus and recruiting events, for example. With clearer insights, Hilti can now strategically allocate resources to events that yield the best talent engagement.



"The analytics from the platform have really allowed us to deep-dive into what works best for us, who are the candidates that were most successful in resurfacing, and what are the communications that work well to engage those people." – **Lara Farrell**

The role of TA professionals has evolved, as they become more like "strategic advisors" to hiring managers: thanks to clearer insights around the availability of skills, ideal candidate profiles, and readiness to fill roles. This has enhanced the quality of the talent pipeline, and of hires.



"We have goals to reduce time to fill and enhance overall candidate quality. We are able to do this with Beamery, which is also working as a single point of information for our more passive candidates that we're nurturing in our database. None of this was possible for us before we had Beamery." – **Magda Szczepanska**

This dedication to strategic planning and increasing program efficiency, in addition to elevating the quality of hires, represents a significant financial impact to Hilti's bottom line.



"We're looking to hire 55,000 new people by 2030. In the past year alone, we've significantly increased the number of candidates within our Beamery pools globally and we're working toward reducing our time to hire by 30%. This reduction will translate for us here at Hilti to an estimated savings of 240 million Swiss Francs." – **Magda Szczepanska**



RESULTS

8x

higher conversion rate for candidates found using Beamery

20.9%

of all offers came from candidates resurfaced from their ATS in Beamery

240M

Swiss Francs (or \$264 million USD) in projected savings, resulting from cutting time to hire by 30% with Beamery