

# Klook

## Challenge

Founded in Hong Kong back in 2014, travel technology company, Klook, has since expanded to over 29 offices, delivering 100,000+ experiences in 400+ destinations to over 30 million unique visitors monthly. Klook's mission is to empower users around the world to discover and book the best experiences and services anywhere, anytime.

Whilst a household name in a number of markets in Asia, Klook initially struggled to hire quality candidates outside Asia-Pacific with its limited brand awareness. Senior Manager, Global Employer Branding and People Communications, Marilyn Yee, had a remit to expand the awareness of Klook's brand beyond Asia. The goal was "building stronger brand awareness as an employer. We were known as a product, but people didn't readily associate us as an attractive employer. We weren't top of mind yet."

It's no secret COVID-19 has had serious repercussions on the travel industry. With lowered hiring headcount and the sensitivity of what was happening in the market, Klook shifted its focus towards building engagement, awareness and showcasing what they were doing as a company during the pandemic. They wanted to keep their followers engaged and build confidence in their brand name.

**KLOOK**

## Focus

With no careers site and limited information on Klook's website, "there wasn't much information about our culture, who we were, what we stand for, what we could offer candidates", according to Marilyn Yee. That made it challenging to give quality talent a compelling reason to engage with Klook's brand and want to work for the organization. It also increased the amount of time recruiters spent educating individuals about the company.

Marilyn and her team created content to generate awareness of Klook's employer brand among potential candidates. The team sought a tool that could house their collateral, whilst giving them the capability to independently build landing pages. "We needed to have pages up fast, as sometimes things change overnight in the tech world," says Marilyn.

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You need to constantly remind people of Klook as a potential employer because they're not going to convert immediately. We wanted something that could help us connect directly to our ATS, so we could work on our conversion matrix. At that point, there was no way to measure the success of our campaigns.

Marilyn Yee, Global Employer Branding and People Communications, Klook

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With the goal of building a pool of quality candidates, Klook looked for a solution that could capture these leads and nurture passive candidates – keeping the Klook employer brand top-of-mind. Their limited analytics and data meant they were unable to draw conclusions about candidate behavior and whether their content was hitting the mark with their audience.

“It was one of the most reasonably priced platforms in the market, and its flexibility, freedom of control and automation makes it so much easier to track our efforts across the entire candidate experience.” says Marilyn.

## Solution

Clinch delivered a recruitment marketing solution that supported Klook with their employer branding and talent pipelining. ‘It’s a one-stop, integrated platform – and I like it because it offers both a rich front-end and dynamic back-end dashboard for analytics and CRM nurturing,’ says Marilyn. The efficiencies gained from automating and streamlining manual and complicated processes meant that Marilyn could invest more time and energy into Klook’s employer brand strategy.

With Clinch, Marilyn and her team are now able to quickly and easily update their careers site and landing pages with relevant content, nurture candidates through automated workflows and create pipelines of talent in the CRM. The system is also capable of meeting GDPR and privacy compliance across multiple regions.

Not only has Klook leveraged Clinch’s recruitment marketing solution for their external audience, they’re using it to support their employee communication and engagement during this turbulent time. Marilyn and her team even created talent directory pages for employees who were made redundant during COVID-19. The directory was a place for them to connect with these individuals, email special newsletters and give them visibility of future opportunities with Klook and other organizations. “It’s the least we could do,” says Marilyn.

As Klook continues on its recruitment marketing journey, the next areas of focus include leveraging the technology to provide more personalization through custom templates, newsletters and deepening the segmentation of their talent communities with targeted, automated nurtures.



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The Clinch Recruitment Marketing solution has made our job so much easier as we’re able to track our efforts across the entire candidate experience. We can also control and quickly add pages or change content independently, which is a big plus. We needed that flexibility and freedom to control our platform to a degree.

Marilyn Yee, Global Employer Branding and People Communications, Klook

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