Recruitment SMART

John Clements
Your Partner for Life.

50TH
Celebrating the past,
Inventing the future

50 Years of Recruitment Leadership-

John Clements Chooses Recruitment Smart to Revolutionize Talent Acquisition with AI





CUSTOMER OVERVIEW

John Clements, **established in 1974**, has been a trailblazer in the executive search industry. The firm has significantly contributed to the professional growth of thousands of individuals across Southeast Asia, particularly in the Philippines. Renowned for its comprehensive recruitment services, John Clements offers expertise in hiring for roles ranging from non-managerial positions to C-level executives. Their services extend to **Large-scale Staffing, Recruitment Process Outsourcing (RPO)**, **Overseas Recruitment**, **Outsourcing and Leadership Development Training.**

In the **year 2021**, despite the success, the team of John Clements realized the need for automation enabled by leading technology in their recruitment process.

To make sure that the organization stays ahead of the curve through digitalization, John Clements decided to make substantial **investments in AI and data science** to maintain its competitive edge.



Improved Speed and Accuracy

Speed and accuracy are crucial in the competitive landscape of recruitment. Recruitment Smart’s AI-powered tools are engineered to enhance these aspects significantly for John Clements:

Faster Candidate Screening

Automated screening processes drastically reduce the time taken to evaluate and shortlist candidates, accelerating the entire recruitment cycle.

Precise Matching

AI algorithms assess candidate suitability with high accuracy, ensuring that only the most relevant candidates are considered for each role.

Productivity Boost

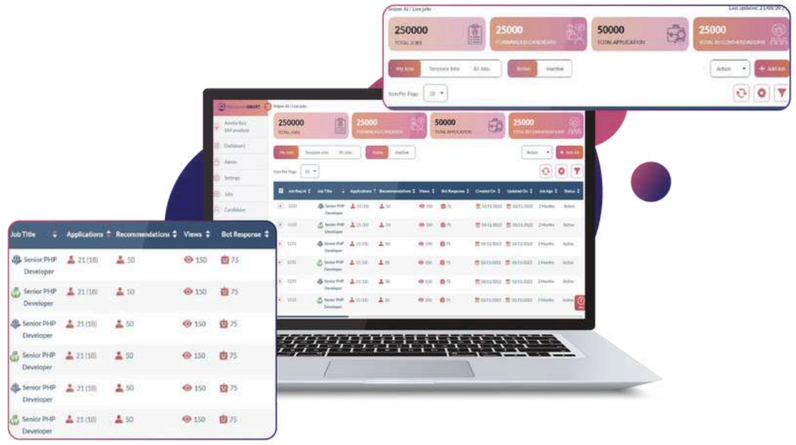
By streamlining the recruitment process, recruiters can handle more job requisitions simultaneously, improving overall productivity.

Enhanced Candidate Experience

Faster processing times lead to a better candidate experience, as applicants receive timely updates and decisions, enhancing the employer brand of John Clements.

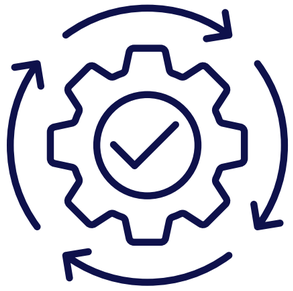
Data Utilization

The use of AI to analyze large volumes of data ensures that no potential candidate is overlooked, providing a comprehensive talent pool for each hiring need.



Reduced Backfills

Recruiter attrition has been a persistent challenge for John Clements, leading to frequent backfills and disrupting continuity in the recruitment process. Recruitment Smart's automation tools are designed to mitigate these issues by-



Automating Essential Tasks

Key recruitment tasks, such as candidate sourcing, screening, and initial communication, are automated, reducing dependency on individual recruiters.



Focus on High-Value Activities

With routine tasks automated, recruiters can focus on more complex and high-value activities such as candidate engagement, relationship building, and strategic planning.



Retention and Satisfaction

By reducing the mundane workload, recruiters can enjoy a more fulfilling and balanced work experience, potentially reducing turnover and improving job satisfaction.

Bespoke Talent Solution

John Clements' saw decreased candidate traction on open job opportunities and the pilot project was designed to meet this specific need- to deliver a bespoke talent solution- an AI-powered ATS that fits their unique needs.
Bespoke solution which fit their unique requirements- acting as their AI powered ATS to meet the specific recruitment needs

Customization

The pilot project involved configuring the SniperAI and JeevesAI tools to align with the unique requirements of the client, ensuring that the solution was perfectly tailored to their needs.

Demonstrating Efficacy

The successful implementation of the pilot project would serve as a proof of concept, demonstrating the effectiveness of Recruitment Smart's solutions in a real-world scenario.

Enhanced Service Delivery

By leveraging advanced tools, John Clements could offer their client a superior recruitment service, characterized by speed, accuracy, and efficiency.

Scalability

The pilot project was designed to be scalable, allowing John Clements to extend the same high level of service to other clients in the future.

Building Trust

Delivering on the pilot project's objectives would reinforce John Clements' reputation as a forward-thinking and reliable recruitment partner, capable of leveraging cutting-edge technology to meet client needs.



Automation and Advanced Analytics

John Clements recognized the requirement to replace **time-consuming manual reporting** with a robust automated analytics system. Their existing setup required a dedicated team of professionals to manually create, generate, and maintain various reports, which was not only labor-intensive but also prone to human error. By adopting Recruitment Smart's advanced analytics tools, John Clements aimed to-

Enhance Accuracy

Automated analytics reduce the risk of errors inherent in manual data handling, ensuring more reliable and precise reporting.



Data-Driven Decisions

With real-time, accurate data at their fingertips, John Clements' leadership can make informed decisions quickly, improving overall business agility.



Comprehensive Insights

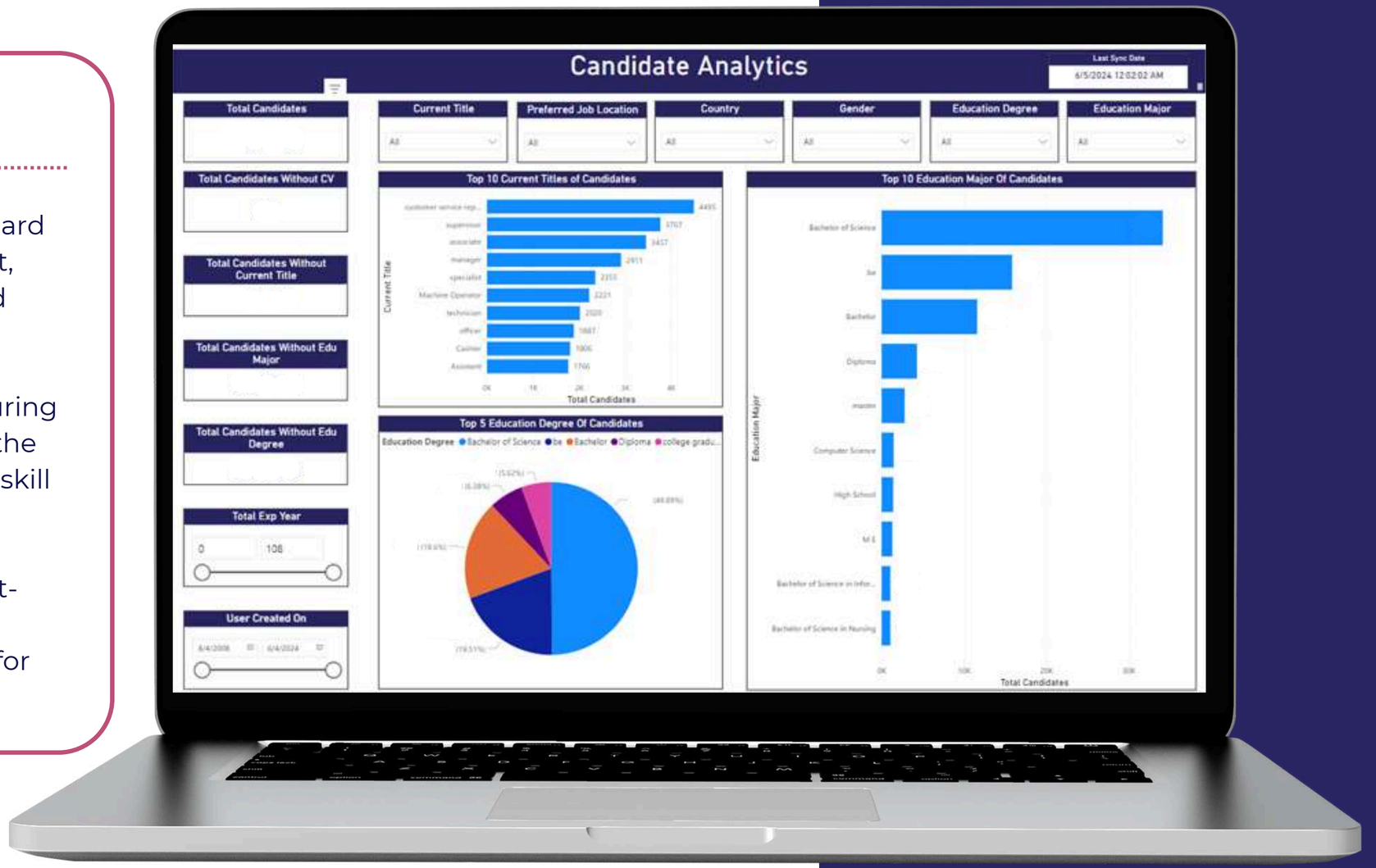
Advanced analytics provide deeper insights into the recruitment process, helping identify bottlenecks, optimize workflows, and forecast future hiring needs.



Custom Insights

To deliver a bespoke talent analytics dashboard according to the requirement of the client, Recruitment Smart successfully delivered analytics on -

- **Job Trends:** Top skills across all jobs during the selected time window, along with the number/percentage of jobs where the skill is required.
- **Candidate Analytics:** Visibility to talent-level data in the system that can be leveraged to create presentations, etc for marketing purposes.

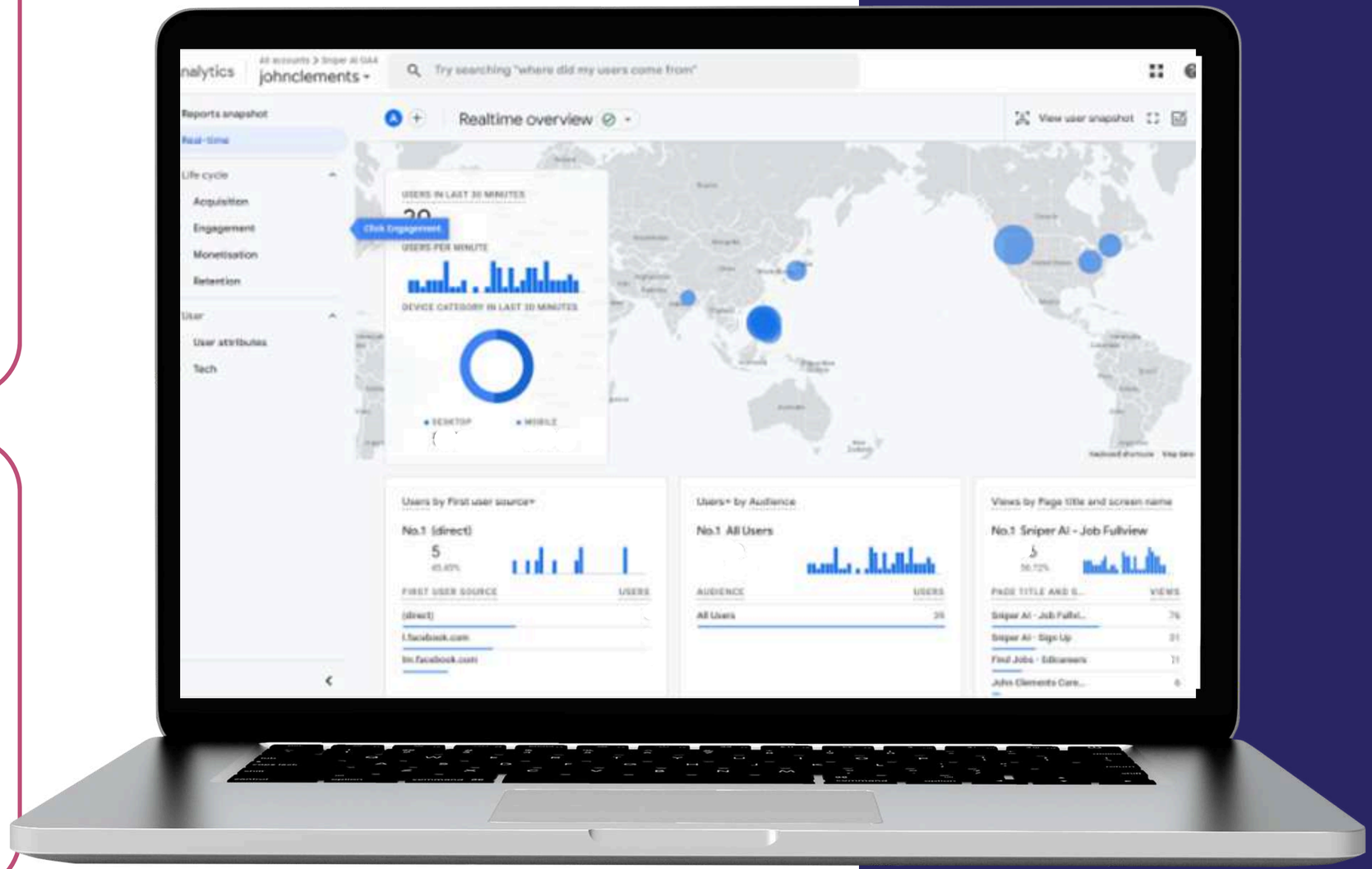


Google Analytics Integration

The client also needed to Assess and track the effectiveness of marketing efforts; make informed decisions about optimizing marketing campaigns and ensure that strategies are aligned with overall objectives for which Recruitment Smart assured a smooth Google Analytics integration.

Free Up Human Resources

By automating routine reporting tasks, the three-member team can redirect their efforts toward more strategic activities that add value to the organization, such as analyzing trends, improving recruitment strategies, and enhancing client relationships.



To address these challenges, John Clements partnered with Recruitment Smart to leverage AI-powered tools and transform its recruitment processes. With a team of **20 recruiters**, John Clements chose to begin with a **3-month pilot** with Recruitment Smart’s talent intelligence solutions.

The key jobs that were typically attended to by our solutions were **BPO, IT, HR and Customer Services.**

The team of Recruitment Smart took up massive data migration to assure smooth transition in the recruitment processes at the organization



What were the Key Deliverables in Automating the Recruitment Process of John Clements?

1. SniperAI



Auto-Sourcing

To configure SniperAI to automatically source candidates from various job boards, internal databases, and external databases. Integration with job boards such as LinkedIn.



Auto-Screening

To implement SniperAI to screen candidates using suitability scores, enhancing the efficiency of the selection process.



Support Features

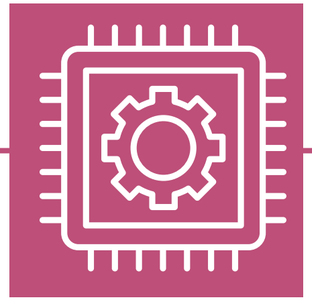
Provide continuous support through the “Please help me” feature, ensuring recruiters can easily navigate and utilize SniperAI.

2. Talent Analytics



Operational Analytics

Deliver detailed analytics on recruitment processes, including open job requisitions, recruiter assignments, and stages of job requisitions.



Advanced Analytics

Introduce advanced and predictive analytics to provide deeper insights and forecasts.



Automated Reporting

To automate internal reports to phase out manual report generation, saving time and resources.

3. Internal Database Utilization

Leverage JC’s extensive internal database of **1 million resumes** to recommend the best candidates, ensuring thorough and effective talent sourcing.

The Key Performance Indicators (KPIs) for John Clements at the Time of Implementation

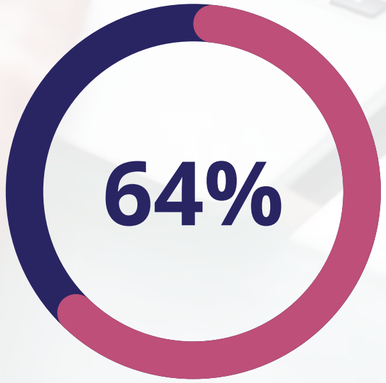
- Time to hire
- Pre-screening time
- Recruiter productivity
- Candidate suitability scores

The Way Ahead for John Clements with Recruitment Smart

Since the adoption of SniperAI and all additional tools in 2021 in the John Clements recruitment ecosystem, the team has realized varied benefits and achieved all the KPIs and defined.



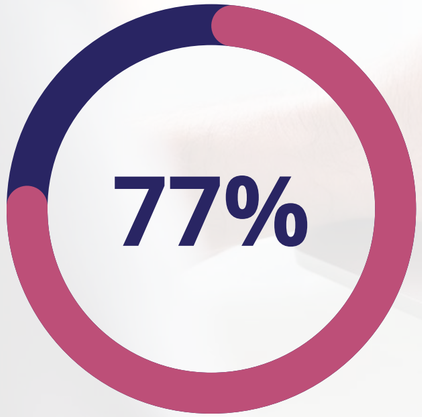
Accuracy of all applications and recommendations is over 85%+



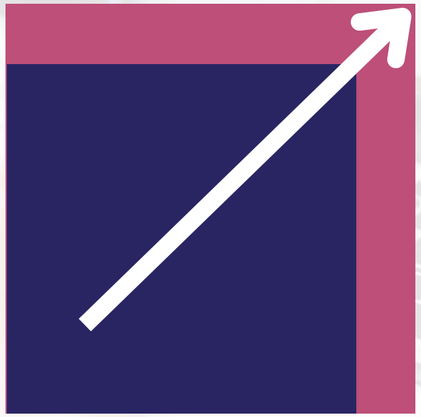
The recruiters have witnessed a consistent reduction in time to shortlist at a rate of 64%



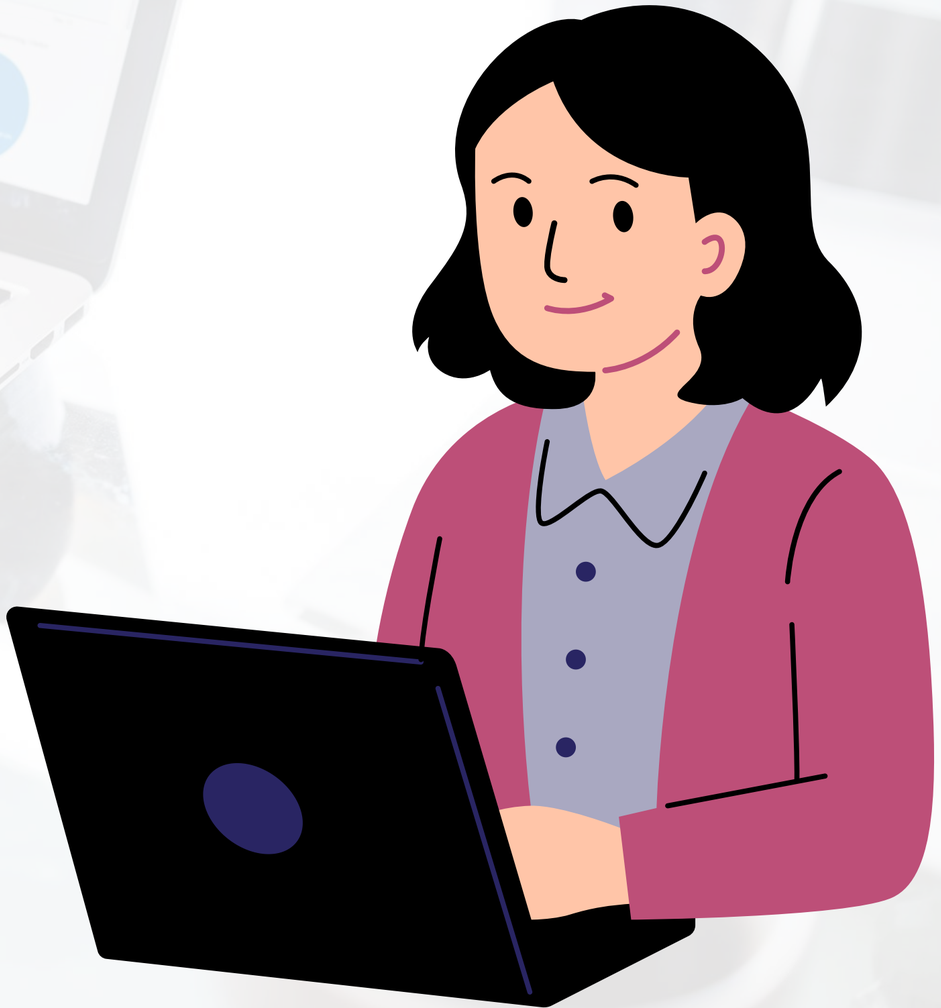
Recruitment Smart has continued to bring innovation and automation to the recruitment process of John Clements with relevant tools and features. With increased adoption of Generative AI, Recruitment Smart helped JC leverage the same in its JD creation process. Our Auto-JD Generator powered by Gen AI, allows recruiters to create job descriptions for open job with few clicks and in just few seconds.



The tool was quickly adopted by the recruiters at a rate of 77% in a key division.



Metrics also show that there was an increase of 10% accuracy across applications and recommendations for JD generator jobs, leveraging the full potential of AI.



Another feature that Recruitment Smart recently introduced to further enhance their recruitment experience was LinkedIn Enrichment- an AI-powered tool that integrates with LinkedIn, and combines the power of AI with the vast talent pool of LinkedIn, offering recruiters a potent tool to identify, engage, and hire the right candidates with ease. It is a touchless solution that minimizes manual efforts while maximizing results.

185 jobs

1477 profiles

Since its deployment at John Clements, LinkedIn Enrichment has been used across 185 jobs to fetch 1477 profiles, with a broad mix of roles and profiles



55% of all LinkedIn profiles that go for Consultant Screening get Shortlisted



The Recruitment team of John Clements had also requested deeper analytics once the recruiters became consistent in utilizing all the tools. These analytics included number of rejected applications as a percentage of total applications for a time period and the distribution of all rejections by rejection reason.

Further we also added analytics that showed list of all candidates recommended across all jobs in the time period selected and status and score of each recommendation across jobs.

The partnership between John Clements Consultants and Recruitment Smart marks a significant milestone in the digital transformation of recruitment processes. By implementing AI-powered solutions such as SniperAI, JeevesAI, and advanced talent analytics, John Clements is poised to enhance its operational efficiency, reduce dependency on manual processes, and maintain its leadership in the executive search industry.

This collaborative journey not only addresses current recruitment challenges but also sets a new standard for innovation and excellence in talent acquisition.





THANK YOU

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