Recruitment SMART

Reviving the Skies-

How AI-Powered Recruitment Soars in the Post-Pandemic Airline Industry

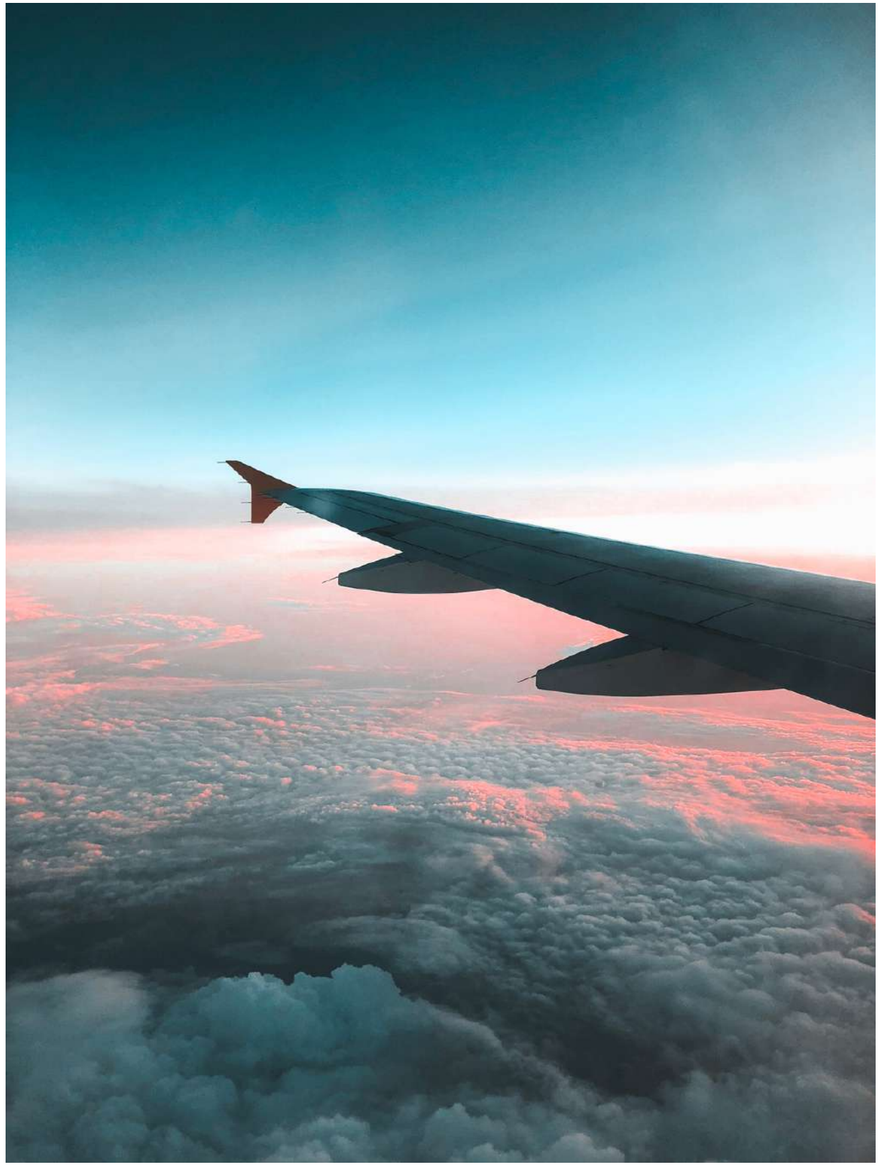


37%

Reducing Sourcing Costs by 37%

53%

Boosting Recruiter Productivity by 53%



The airline industry, often seen as a reflection of the world's economic well-being, has gone through a rollercoaster ride due to the COVID-19 pandemic. The pandemic hit the aviation sector hard, causing a tremendous upheaval. Travel restrictions, lockdowns, and passengers' concerns led to a sharp drop in demand and financial hardships. Airlines worldwide were forced to ground their planes, lay off employees, and grapple with unprecedented challenges just to stay afloat.

Now that the world's population is vaccinated, borders have reopened, and travelers have regained their confidence, the airline industry is soaring again. This isn't just a recovery; it's a resurgence. Airlines are bringing back routes, increasing the number of flights, and expanding their fleets.

What's even more exciting

is the emergence of new low-cost carriers, innovative business models, and a strong focus on sustainability. It's a revival of sorts, promising intense competition and fresh opportunities.

Yet, amidst this aviation revival, airlines face a pressing issue- a shortage of skilled workforce. Pilots, cabin crew, engineers, technicians, and ground staff are in high demand as airlines rush to meet travelers' renewed appetite for adventure.





To keep up with this soaring demand, airlines need efficient recruitment practices. Traditional methods are struggling to keep pace with the current demand for aviation professionals. To overcome these challenges, the airline industry is turning to cutting-edge technologies, especially **artificial intelligence (AI)**, to revolutionize their recruitment processes.

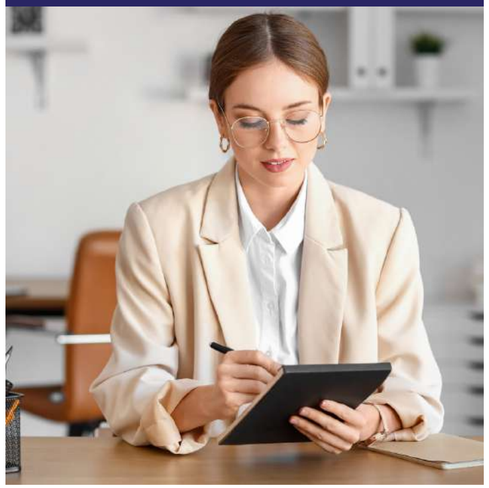
Let’s explore how AI, exemplified by SniperAI, is leading the charge in transforming recruitment practices in the airline sector. This technology is helping airlines navigate the complexities of post-pandemic growth, making the **hiring process smoother and more effective.**

Case in Point-

How a Middle East Airline Company Transformed Recruitment with SniperAI

When a Middle Eastern airline found itself confronted with the monumental challenge of reviewing **16,000 applications for multiple cabin crew positions**, it made a strategic decision to leverage the power of artificial intelligence. The airline acknowledged that relying on conventional recruitment approaches would be excessively time-consuming, inefficient, and impractical, especially considering the sheer volume of applications received.

REVIEWING 16,000 APPLICATIONS





SAP SUCCESSFACTORS AS ITS ATS

Seamless Integration with the Application Tracking System

The airline was already using SAP SuccessFactors as its ATS. SniperAI seamlessly integrated with this system, streamlining the entire recruitment process. SniperAI's architecture is designed for compatibility, ensuring that it complements rather than disrupts the current workflow.



The transition was virtually seamless, requiring little to no change management in the hiring journey of recruiters.

Automated Candidate Screening

SniperAI's AI-powered algorithms efficiently scanned and evaluated each applicant's resume, identifying the most promising candidates based on predefined criteria.

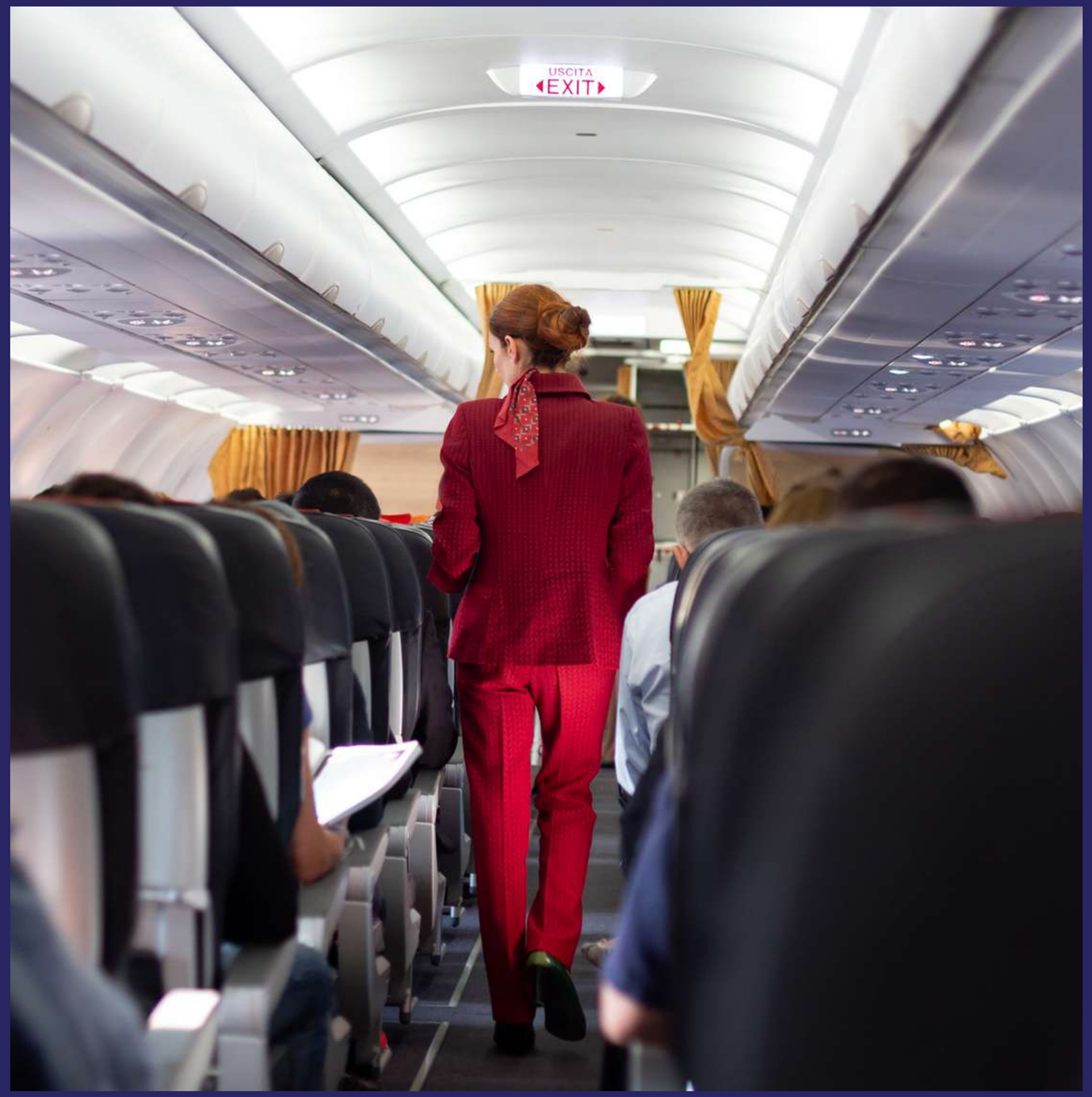
This automated screening drastically **reduced the time and effort** required to shortlist candidates.



AI-Powered Chatbot Engagement

To further refine the selection process, an AI-powered chatbot was deployed. This chatbot engaged with around **1,000 of the top candidates,** asking key questions to assess their qualifications, skills, and cultural fit.





Efficient Shortlisting

Based on the chatbot interactions, the list of potential candidates was further refined.

The company was left with **fewer than 500 individuals**, representing just **3%** of the initial applicants, to proceed to the interview stage.

SniperAI’s Key Contributions

The implementation of SniperAI yielded several significant outcomes

Efficient Candidate Screening

SniperAI employs advanced AI algorithms to meticulously analyze and evaluate each applicant's resume. This process dramatically reduces the time and resources required for initial candidate screening. By automating this crucial step, airlines can swiftly identify top-tier candidates and focus their efforts on the most promising individuals. As per key analytics, the airline company is expecting an **improvement in operational costs by 8%.**





Integration with the ATS

SniperAI seamlessly integrates with industry-standard Application Tracking Systems (ATS), such as **SAP SuccessFactors**. This integration streamlines the recruitment process, ensuring that candidate data flows seamlessly between platforms. It eliminates the need for manual data entry and minimizes the risk of errors, leading to a more efficient and error-free recruitment process.

AI-Powered Chatbot Engagement

The deployment of an AI-driven chatbot is a game-changer in candidate engagement. It engages with applicants, asking specific questions to assess their qualifications, skills, and cultural fit. This dynamic interaction adds depth to the screening process, allowing the system to identify candidates who not only meet the basic requirements but also align with the airline's unique values and objectives. JeevesAI- the conversational AI chatbot’s robust communication features and personalized messaging capabilities enable **over 60% better candidate outreach and engagement.**

Through relevant candidate sourcing and an efficient conversational chatbot in place, engagement with top candidates improved significantly, resulting in an **improvement in time to get the first interview by 18%.**



Time and Cost Savings



Perhaps one of the most substantial contributions of SniperAI is the significant reduction in both time and costs associated with recruitment. Traditional recruitment methods, especially when dealing with thousands of applications, can be resource-intensive. SniperAI's automation streamlines the process, allowing HR professionals to allocate their time more effectively and allocate resources more efficiently.

Time taken to source relevant candidates improved by 25% due to SniperAI’s relevant scoring and ranking system. SniperAI's automation capabilities, streamlined workflows, and efficient candidate filtering further contributed to over **25% improvement in time to hire.**



Quality Hires

By using AI to filter and assess candidates, SniperAI ensures that only the most qualified and suitable individuals progress to the interview stage. This not only reduces the burden on HR teams but also results in better-quality hires. Airlines can have confidence that candidates selected for interviews are well-matched to the job requirements.

Empowering the Future of Aviation Recruitment with AI

As the airline industry continues to soar post-COVID, efficient recruitment has become a paramount concern. SniperAI is at the forefront of AI-led recruitment transformation in the airline sector, exemplified by its successful integration and its ability to streamline candidate selection processes.

Recruitment Smart, the company behind SniperAI, is actively collaborating with numerous major Asian airlines, delivering exceptional recruitment optimizations and improvements. The success story of the Middle Eastern airline serves as a testament to the transformative power of AI in airline industry recruitment. As the industry evolves, SniperAI and similar solutions promise to play a pivotal role in shaping the future of talent acquisition in aviation.





In a world where human capital remains the most valuable asset in aviation, SniperAI empowers airlines to recruit smartly, efficiently, and effectively.

Lastly, the airline industry's ongoing recruitment transformation with AI, driven by solutions like SniperAI, not only addresses the immediate need for skilled personnel but also positions airlines for sustainable growth and success in the post-pandemic era.

AI Recruitment **SMART**

Thank You

We're here to help

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