Recruitment SMART

Malaysia Aviation Group Soars to New Heights in Talent Management with Recruitment Smart

Client Overview

Malaysia Aviation Group (MAG) is a giant in the global aviation industry, renowned for its extensive network and diverse service offerings.

With a workforce of over **10,000+** employees, MAG is composed of three core portfolios- Airlines, Loyalty & Travel Services (LTS), and Aviation Services.

- Airlines Portfolio- Includes renowned names such as Malaysia Airlines, Firefly, MASwings, and AMAL by Malaysia Airlines.
- Aviation Services Portfolio- Encompasses MAB Engineering, MASkargo, AeroDarat Services, and MAB Academy.
- Loyalty & Travel Services Portfolio- Offers premier travel and loyalty solutions through Journify, Enrich, and MHholidays.

With a vision to be **Asia's leading travel and aviation services group**, MAG’s mission is to deliver bespoke, end-to-end travel solutions that cater to the diverse needs of their global clientele.



Key Talent Acquisition Challenges

As a rapidly growing aviation leader, MAG needed to modernize its recruitment processes to keep pace with its growth. Traditional methods were proving inefficient, hindering our ability to attract top talents and fill critical roles promptly. The need for an agile, innovative talent acquisition approach became critical to support areas that still require human involvement.



Solution

MAG partnered with Recruitment Smart to harness the power of **AI in transforming its talent acquisition strategy**. SniperAI, Recruitment Smart's premier talent intelligence solution, was implemented to drive faster hiring, improve candidate quality, and reduce recruitment costs.

The collaboration between the two teams remains ongoing, with continuous improvements to ensure even more accurate candidate screening and hiring of the right talent.



Implementation and Results

The integration of SniperAI marked a significant turning point for MAG's recruitment efforts.

Here's a detailed look at the remarkable progress made:



1. Acceleration in Recruitment Activity

01

Q2 vs. Q1 Performance

MAG observed a substantial uptick in recruitment activities in the second quarter upon adopting SniperAI. This included a notable rise in the **volume of CVs reviewed, candidates shortlisted, interviews conducted, and job offers extended to fill job requisitions.**

02

Shortlist Efficiency

There was a **26% increase** in the number of candidates shortlisted, reflecting an improved alignment with initial screening criteria. This surge indicates that SniperAI's advanced algorithms were effectively identifying high-potential candidates early in the process.

03

Active Recruitment Phase

Interviews conducted **surged by 22%,** indicating a key metric for the airline- more dynamic recruitment phase and a faster transition from candidate screening to interviews.

2. Optimized Screening Efficiency

01

Enhanced Filtering

SniperAI effectively filtered out irrelevant applications, ensuring only qualified candidates advanced through the recruitment funnel. This improved the relevance of the candidate pool and reduced time spent on non-essential applications.

02

Effort Reduction

The number of resumes recruiters needed to review per shortlist **dropped by 49%**, allowing teams to focus on strategic decision-making rather than manual screening.



3. Significant Reduction in Time-to-Hire

01

Shortlisting and Interview Improvements

Time from application creation to shortlisting was reduced by **39%, while time to interview fell by 31%.**

02

Offer Extension Efficiency

Time to offer **dropped by 40%,** creating a smoother candidate experience and accelerating the entire hiring process.



4. Higher Interview Success Rate

Candidates recommended by SniperAI had a **76% higher likelihood of being shortlisted**. AI consistently outperformed manual selection, nearly doubling the efficiency in identifying top talent.



5. Sustained Process Optimization

Every stage of the recruitment process benefited from SniperAI, leading to faster, smarter, and more reliable hiring outcomes. MAG's recruitment became a model of streamlined, AI-optimized excellence.

6. Ongoing System Enhancements

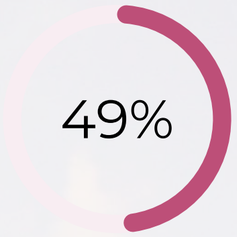
The teams from MAG and Recruitment Smart continue to collaborate, consistently fine-tuning SniperAI to further improve the accuracy of candidate screening and ensure the hiring of the right talent. These enhancements focus on continuously refining algorithms and processes, ensuring recruitment efficiency remains at the cutting edge.



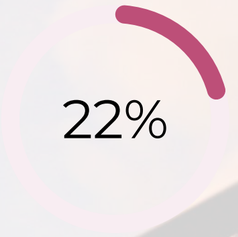
A New Era of Talent Innovation for MAG

By embracing AI, Malaysia Aviation Group has revolutionized its talent management approach. The integration of SniperAI has driven innovation in recruitment, reducing time-to-hire and increasing candidate quality.

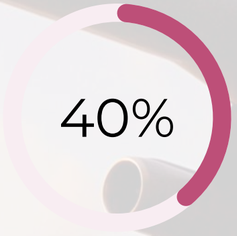
This forward-thinking strategy positions MAG as a leader in aviation and sets a benchmark for talent innovation, ensuring they remain at the forefront of the industry's future.



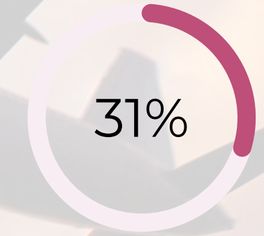
Resumes per shortlist dropped by 49%



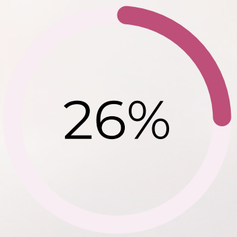
Interviews surged by 22%



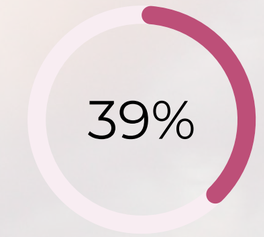
Time to offer dropped by 40%



Time to interview fell by 31%



Candidates shortlisted increased by 26%



Application to shortlisting time reduced by 39%

Thank You

We're here to help!



CONTACT US

www.recruitmentsmart.com

info@recruitmentsmart.com

Recruitment SMART