Recruitment SMART

A Leader in the Oil and Gas Industry

Transforms its Talent Acquisition with SniperAI



Introduction

Industries are facing great upheaval with the introduction of new technologies, innovations, and substitutions everywhere. And, to serve or mitigate these transformational and groundbreaking changes, companies need the right workforce. While the labour market is seeing its own ups and downs, corporations are looking for ways to hire and retain the right talent for their niche needs.

An industry that has seen significant changes in the last decade is the petrochemical and exploration industry. The introduction of Artificial Intelligence, increasing demand for renewable energy substitutions and much more have led to complete change in the way these corporations function, hire, fire and build their workforce.

A key player in the Oil and Gas Industry in South East Asia chose Recruitment Smart to address the dynamic and niche needs of its talent acquisition department. With over 4,000 employees and increasing, all with skills that are hard to find in the global market, the company uses SAP SuccessFactors as its Application Tracking System (ATS) partner.

The team of Recruitment Smart works with clients from cross industries and geographies and thus is well-acquainted with collaborating with clients with unique market segments. Our talent intelligence software- SniperAI, boasts its exceptional capability in serving varied industries that can have a unique/rare skill or talent to find.

Integrating SAP SuccessFactors with SniperAI:
A Smooth Transition Experience

Upon introduction, Recruitment Smart identified a number of key pain points of the client that would require additional features, and customizations in the system for the client to make the most of the talent intelligence solution.

The key pain points included delays in hiring the right candidates in a very small pool as the skills of the industry are niche and hard to find. Among other things, the company has complex business processes leading to delays in the hiring and onboarding process, SniperAI was put in place primarily to address these needs.



Our clients can access all the information on SAP Success Factors while our deep technology runs in the background. There is no need for recruiters to switch and manage separate solutions as we ensure that all the talent intelligence by SniperAI is accessible on the SAP Success Factors to deliver strategic value to the recruitment process through real-time integration. But the client demanded an additional layer to this integration to further refine and reduce the manual work of the recruiters.

To address the concern, the team of Recruitment Smart worked relentlessly to deploy its Auto-Forward feature and a Notes section in the SAP SF integration.

Auto-Forward Feature on SniperAI

This was the first client of Recruitment Smart for whom we deployed and enabled the Auto-Forward feature on SAP SuccessFactors. With this feature, the recruiters can get the inherent 'Recommendations by SniperAI' directly on their ATS with just one click. The need for the recruiters to manage and check two systems is removed. Now the recruiter gets all the intelligence along with the recommendations of SniperAI on the organization's ATS.

Further automation in this feature includes automated email sending from the ATS. Interested candidates can fill out their applications through email itself. This further provides recruiters with a filtered list of candidates.





SniperAI can forward these recommendations on the basis of pre-defined rules to help recruiters filter the best candidates directly on SAP SF. With this feature, the need for the recruiters to manage and check two systems is completely removed.

We further automated this feature to include automated email sending from SAP SF itself. Interested candidates can fill out their applications through this email. This further provides recruiters with a filtered list of candidates and enhances the quality of their candidate pool.



Feature- Notes

Another personalized feature of SniperAI included ‘Notes’ for recruiters of the client. The client wanted a section on SAP SF where the recruiters can simply add notes corresponding to every candidate they connect with to reduce the need for coordination amongst the recruiters and makes it easy to keep track of the status of every candidate in the recruitment funnel.



Geography Filter

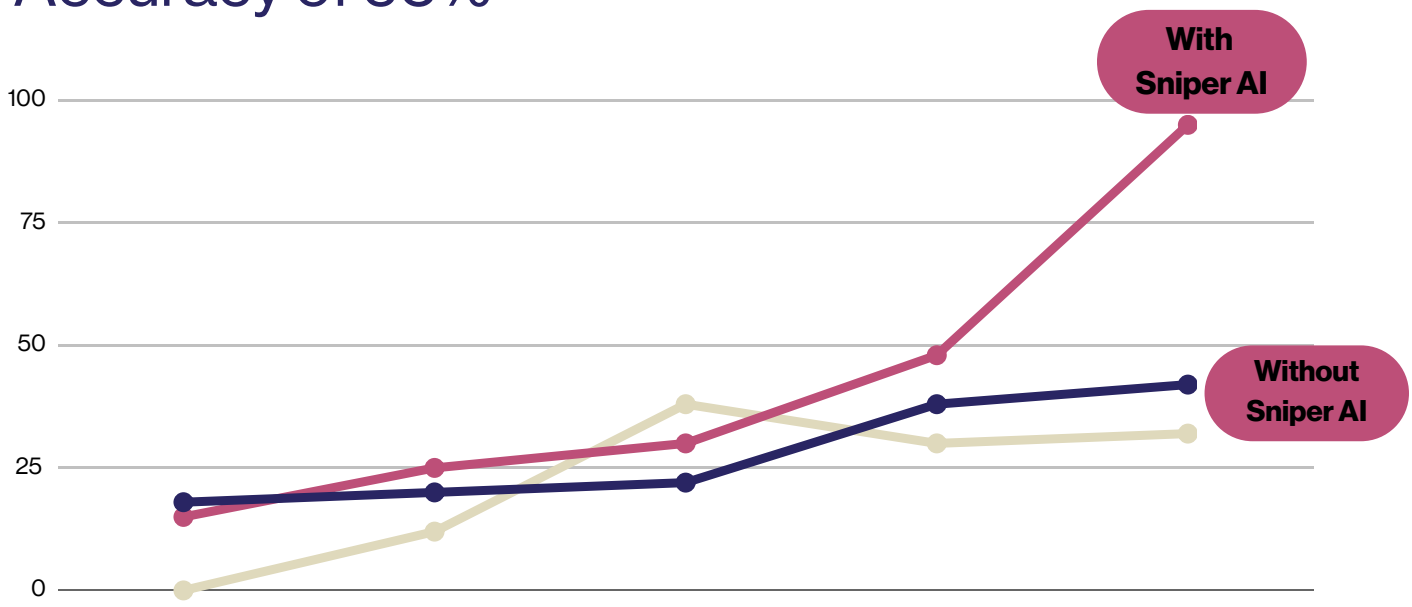
Many jobs in the oil and gas industry have been secure for a long time. With a few exceptions where demand is gradually decreasing, the core engineering and operational roles are still in demand today. The employment process is frequently cyclical in the worldwide oil and gas industry. New employees are hired whenever a new energy source needs to be created. When that source runs out, they are let go, and when a new one is found, they are urged to apply again. This propensity allowed the oil and gas industry to temporarily cut hiring expenses.

The same was the case for our Oil and Gas client too. The client clearly works in a market where talent is hard to find and in an industry like Oil and Gas, there are different types of employees- they are often seasonal and are mostly required to be from a particular region, which makes it further difficult to expand the pool of candidates. For this purpose, the client wanted to add a Geography filter as it only needed candidates in the following filters- Contractual employees, based in Thailand and other were Permanent Employees Based in Thailand. The feature helps recruiters automatically remove candidates that did not fall into this category.

Talent Analytics

On providing our standard Talent Analytics solution along with SniperAI, the client was keen on exploring its various features and benefits. There were number of changes and requirements incorporated in the product to fit the custom needs of the company.

We have achieved an overall AI Accuracy of 95%



Our Talent Analytics KPIs that are greatly benefiting the company include:

- **Ratio of acceptance of offer and drop off ratio**
- **Ratio of fulfillment**
- **Time to hire**
- **2 Different Funnels of acquisition cycle**



The Bottom Line

Upon working with a client in such a unique segment and varied demands considering the talent it looks for, the team of Recruitment Smart has put its best foot forward to serve their expectations. To give a clear view of the current status of their talent acquisition cycle, we have also deployed Talent Analytics for the client that gives them timely reports and dashboards about the progress of their recruitment lifecycle.

In our experience with this particular industry, companies need access to insights developed on deep data access to hire for skills and build career trajectories. Oil and gas firms can achieve growth, nurture and retain employees at once by utilising talent intelligence, which can further provide detailed insights into the competencies necessary for success in various sector roles.

With our talent intelligence suite, we continue to revolutionize the complete hiring cycle of companies from screening, shortlisting, interacting with candidates, and diversity hiring, to offering deeper insight into the current talent pool through skill mapping and talent analytics.

Our talent intelligence platform is improving recruitment productivity by more than 53% and reducing sourcing costs by 37%, increasing the conversion ratio by 3x, improving the diversity and inclusion index by 12% and bettering candidate engagement and outreach by 60%.

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