Recruitment SMART | Al-Futtaim

Achieving Recruitment Transformation Goals by Leveraging AI in the Hiring Process of AFG with SniperAI



Company Overview

The foundation of Al-Futtaim Group was laid in the 1930s and with rapid growth and commendable leadership, it is now one of the largest conglomerates of UAE spread across 8 divisions comprising automotive, electronics, insurance, services, real estate, retail, industries, and overseas creating over 44000 jobs in 100+ nationalities and is spread across over 15 countries with a revenue of USD 9 billion.

Recognized as a strong and cohesive organization to work in, Al-Futtaim Group has continued to grow unabated, surpassing numerous milestones whilst supporting the growth of each employee by providing valuable learning opportunities. The company has made incessant efforts to attract and retain the best talent by providing a stimulating environment, where people enjoy working and aspire to grow with the business.

Initial Areas of Concern in the Recruitment Cycle of Al-Futtaim Group

Al-Futtaim Group has a vast portfolio with highly diversified sectors under its umbrella, and to serve them, the company has made relentless efforts to develop and nurture a workforce that is inclusive and diversified. As the company continued to grow by exponentially increasing its business globally, the need for a comprehensive and futuristic recruitment process grew with it.

The company's initial problem areas included the overwhelming spike in open job positions along with the struggle of studying innumerable CVs to find a suitable candidate for a single position at a conversion ratio that was as low as 2%. Another concern the company was facing when it was introduced to Recruitment Smart was the manual screening of applicants for every open position that resulted in a very low shortlist to CV review ratio of 1.2% (the number of CVs that a recruiter reviews to shortlist suitable candidates). Thus, the numbers demonstrated quantum space for automation and accuracy in the existent talent acquisition cycle as the exercise to find one relevant candidate was resource-heavy. The additional layer of concern for the company included the diversity of the workforce. It was a crucial aspect as AFG is engaged with distinct and reputed brands from across the world that have trusted the company with their prestige and commercial success.

How Recruitment Smart Optimized AFG's Recruitment Cycle?

After realizing the gaps in their talent acquisition cycle, AFG was looking for an automated platform that could significantly improve the recruitment team's accuracy, efficiency, and productivity while assuring non-bias hiring. Alongside, as the company was already using SAP Success Factors (RST is a partner, seamless integration) as their ATS (applicant tracking system), there was a need for a platform that can integrate seamlessly with it, without hampering the ongoing processes.

During the pilot phase of 8 weeks, our solution utilized 1.7 million CVs across 200 job openings for algorithm training. To ascertain the solution accuracy, 12 jobs were tested across the retail domain of AFG. At the end of 8 weeks of data load, algorithm training, SAP SF integration, and business rules configuration, the accuracy of SniperAI (talent acquisition platform by Recruitment Smart) increased from 50% to 83% through recruiter usage and feedback process. We also utilized this time to standardize the job description of the HR department and aligned it with a competency model.

300%

Improvement in Recruitment Process

75%

Reduction in CV Review

97%

Reduction in Time Taken to Shortlist Candidates

Seamless Integration

SAP Success Factors

How does SniperAI prove to be the Ideal Candidate for Augmentation of AFG's Recruitment Process?

Since adopting SniperAI in their recruitment process, AFG's HR team shortlisted 33% of reviewed CVs compared to 2% earlier. With SniperAI's stellar capability to screen innumerable resumes at outstanding speed and saving time to find the right candidate for a job opening, AFG witnessed a 300% improvement in its recruitment process. Meanwhile, the recruiters also experienced an exceptional reduction (97%) in the time taken to shortlist candidates. SniperAI supported the recruitment team at each front through features tailored to AFG's recruitment strategic needs.

Advanced Business Features

Recruiters can filter candidates based on University/Colleges/Degree qualifications in addition to prior industry experience



Multiple Language Capabilities

Enabling 30+ Languages to create JDs and analyze resumes across these languages with contextual awareness to understand & process



Diversity Filter

To help recruiters induce positive bias with nationality and diversity filter and develop an inclusive workforce



Auto Sourcing Configuration

Allowing recruiters to connect across different external databases seamlessly and integrate them with ATS



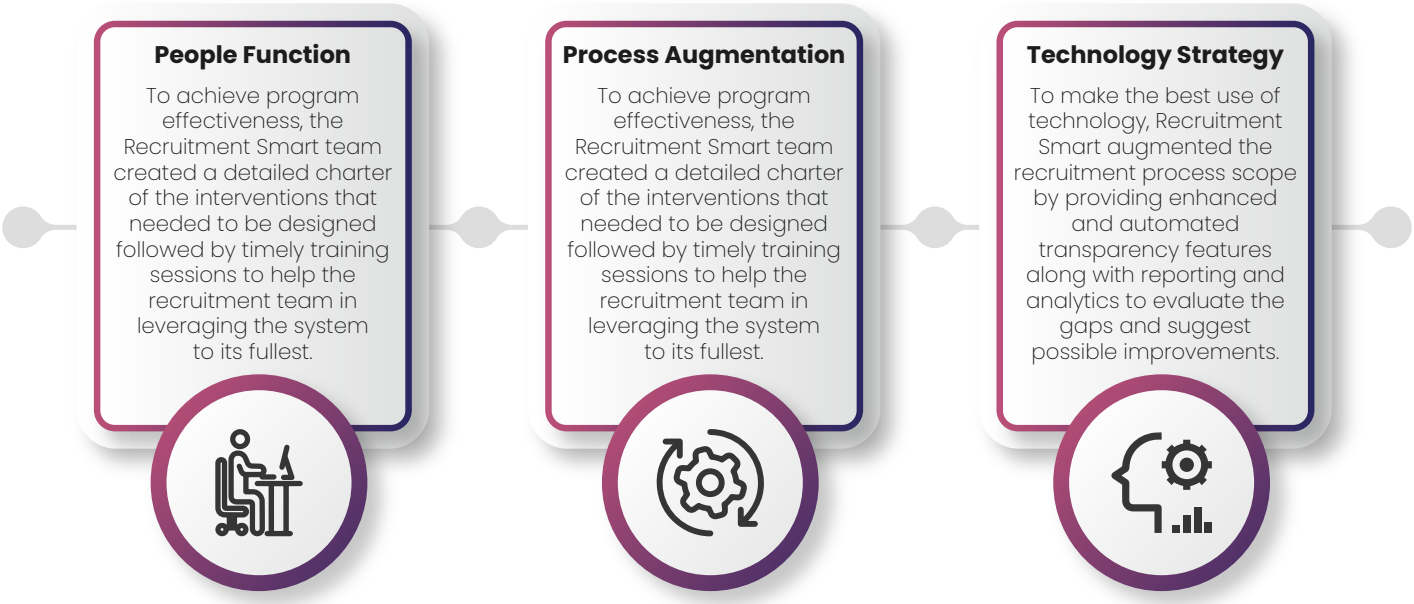
"Al-Futtaim's main objective was to reduce the time which a recruiter usually takes in screening hundreds and in some cases thousands of profiles for a single job post. The recruitment Smart team incorporated all our requests and provided us with a custom-made tool compatible with our needs. I will definitely recommend Sniper AI!"

Regional Talent Acquisition Manager- Business Partner

Al-Futtaim Group

Recruitment Smart Provided Holistic Support to Assure a Smooth Digital Transformation

Recruitment Smart strived to make the experience of introducing AI to recruitment functions as smooth as possible. Introducing new technology in a personnel-dominated process can hit junctures and the Recruitment Smart team took a strategic approach to tackle them and achieve the digital transformation that AFG had aimed for.



A Step Towards Achieving Long Term HR Automation Goals of AFG

Bearing in mind the increasing size and reach of a conglomerate, SniperAI has played a momentous role in assuring a more demographic mix of cultures. AFG has lauded SniperAI especially for its accuracy and diversity feature that has helped in achieving ethnic and nationality diversity in its workforce. SniperAI has been evidently successful in liberating the recruitment team from arduous tasks that resulted in increased productivity as now more time is devoted to strategic work.

In the coming years, the union of AFG and Recruitment Smart will focus on deploying candidate engagement solutions to further optimize the process and attract and retain the best workforce. Enthralled with the achievements in the diversity arena, we will further augment the platform to include more languages and geographies to support and boost the global reach of AFG. Recruitment Smart will also analyze historical data and predict the outcomes with over 95% accuracy through predictive analytics.