Recruitment SMART

Tighten Your Seatbelts to Dive into the

Shifting Gears of Recruitment in the Global Automotive Industry



In the era where sustainability is becoming paramount, the automotive industry is witnessing a transformation in its technologies and development across the globe. Innovative sustainable solutions are not just changing gears; it's reshaping the very foundation of our transportation ecosystem. With a burning desire to minimize carbon footprints and embrace greener pastures, automotive companies are shifting gears towards electric mobility and sustainable solutions.

With futuristic electric vehicles, the demand for top and dynamic talent has become an exhilarating race across automotive companies. The workforce of auto companies globally is expected to possess cutting-edge expertise in the intricacies of electric vehicle technologies and renewable energy. Auto companies are moving towards **Digitization and AI** to find the best-fit talent at the right time to stay ahead of the competition.



Bajaj Auto

An Automotive Company Leading in Innovation

One such globally leading company is Bajaj Auto Limited, an Indian automotive company with a global presence across **70 countries.** The company has established a strong presence in several international markets, including **Africa, South Asia, Latin America, and Southeast Asia**. Bajaj's motorcycles are well-received in these markets for their performance, fuel efficiency, and affordability.



Bajaj Auto has a strong focus on research and development (R&D) to drive innovation and stay at the forefront of technology. The company operates several R&D centers, including the Bajaj Auto R&D Center in Pune and the Bajaj Auto-KTM R&D Center in Austria. These facilities undertake product development, design engineering, and technological advancements to enhance Bajaj's product portfolio.

Bajaj Auto has been actively involved in the development of electric vehicles (EVs). The company introduced the Bajaj Chetak Electric Scooter, an all-electric scooter with a retro-modern design.

Chetak Electric aims to provide a sustainable and eco-friendly mobility solution for urban commuters. Bajaj Auto's foray into electric mobility demonstrates its commitment to embracing cleaner and greener technologies.





With an employee strength of **10,000+** spread across the globe, Bajaj Auto initially struggled to find the right candidates for their job requisitions in time.

The company used SAP SuccessFactors as its Application Tracking System.

Embracing AI

Powered Talent Intelligence for Unparalleled Recruitment Transformation



Bajaj Auto recognized the need to streamline and optimize its recruitment process to stay ahead of the competition. Seeking a cutting-edge solution, Bajaj Auto integrated **SniperAI,** an AI-driven talent intelligence platform, to revolutionize its talent acquisition strategy. This case study explores how SniperAI transformed Bajaj Auto's recruitment process, enabling the company to identify, attract, and hire top talent more efficiently and effectively.

In **July 2021,** Bajaj Auto embarked on an integration journey with SniperAI to enhance its recruitment capabilities.

The initial phase involved integrating SniperAI with SAP SuccessFactors, enabling seamless data exchange and synchronization.

Once the integration of SniperAI with Bajaj Auto's recruitment system, the implementation process unfolded smoothly, showcasing the platform's seamless deployment capabilities.



Here's a closer look at how SniperAI facilitated the transformation of Bajaj Auto's recruitment process:

History Data Load

SniperAI efficiently managed the historical data load, ensuring the smooth transition of Bajaj Auto's existing recruitment data into the platform. By meticulously analyzing and organizing the historical data, SniperAI established a solid foundation for its AI algorithms and talent intelligence capabilities.

Algorithm Training

SniperAI's AI-driven platform underwent rigorous algorithm training to align with Bajaj Auto's specific talent requirements. Through advanced machine learning techniques and data analysis, the algorithms were fine-tuned to accurately assess candidate profiles and predict their potential fit within the organization. This training process involved leveraging both historical data and real-time information, empowering SniperAI to make informed talent recommendations.

Pilot Phase and Algorithm Refinement

In late November 2021, Bajaj Auto initiated a three-month pilot phase. SniperAI was deployed to cater to the specific needs of the automotive industry. The platform's predictive capabilities and machine learning algorithms allowed recruiters to make data-driven decisions, resulting in more accurate candidate evaluations.

Continuous Enhancements and Feedback

Throughout the implementation, Bajaj Auto collaborated closely with SniperAI. The Bajaj team shared valuable company data, facilitating the continuous improvement of the algorithm. Regular review calls and feedback loops ensured that the solution was tailored to Bajaj Auto's unique requirements.

Unleashing Efficiency and Speed:

SniperAI's Impact on Bajaj Auto's Recruitment Process

SniperAI's integration brought about remarkable transformations in Bajaj Auto's recruitment process, resulting in significant improvements and streamlined timelines.

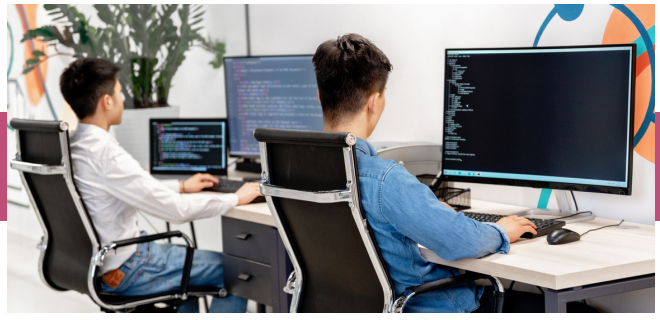
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01 Effort Reduction

SniperAI enabled a remarkable **33% reduction** in effort for Bajaj Auto's recruitment team, empowering them to focus on strategic activities rather than manual tasks. This enhanced productivity and efficiency led to a more effective allocation of resources within the talent acquisition process.

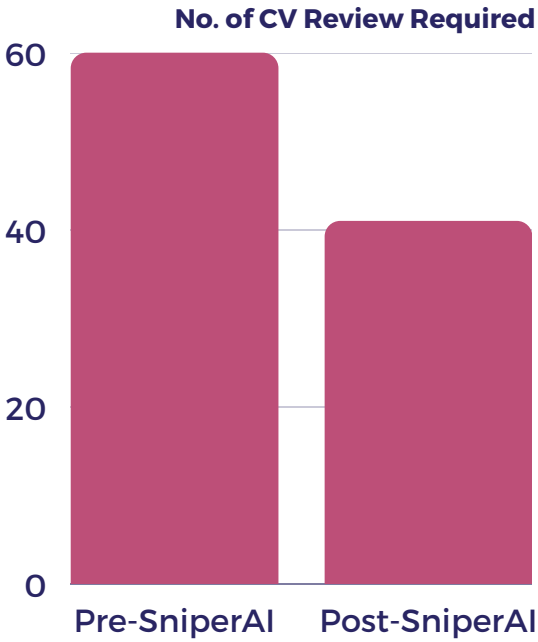




02 Shortlisting Efficiency

Pre-SniperAI, it took **60 CV reviews** to schedule one interview. However, with SniperAI's advanced algorithms and intelligent matching capabilities, Bajaj Auto experienced a notable reduction.

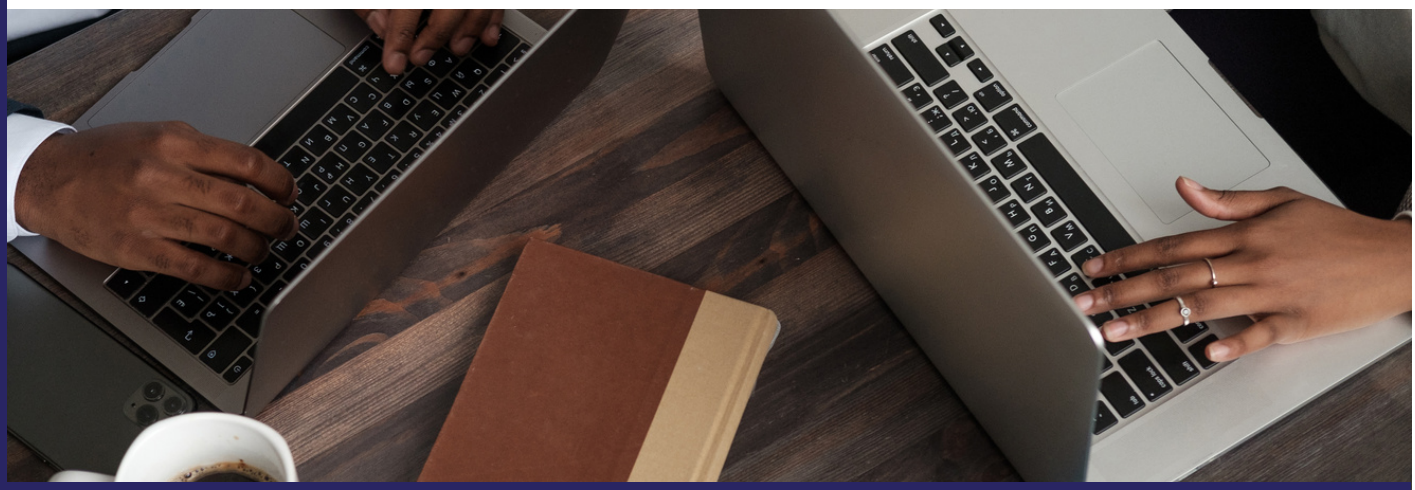
Post-SniperAI, only **41 CV reviews** were required to schedule a single interview. This **31% improvement** in shortlisting efficiency expedited the identification of top candidates.







03 Enhanced Likelihood of Resume Shortlisting



The implementation of SniperAI significantly increased the likelihood of resume shortlisting for Bajaj Auto.

Prior to SniperAI, only **3% of resumes** reviewed were shortlisted. However, post-implementation, the shortlisting rate doubled, with **6% of resumes reviewed** resulting in shortlisting. This improvement showcases SniperAI's ability to identify the most suitable candidates effectively.

Pre-SniperAI	3%
Post-SniperAI	6%



04 Reduction in Time-to-Hire

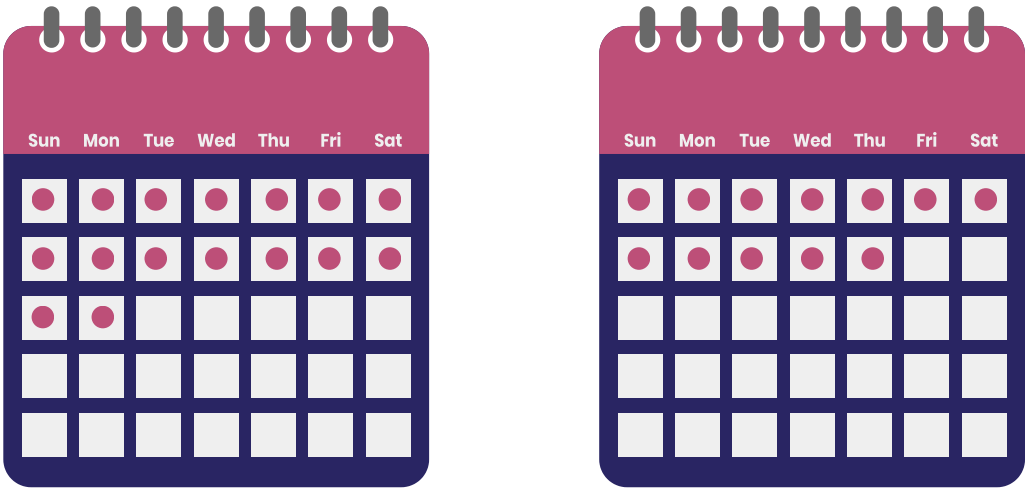
SniperAI's impact extended to reducing the time taken at various stages of the recruitment process.

Bajaj Auto experienced a remarkable **57% reduction** in the time it took to move applications from the initial stage to the interview phase. Additionally, the time required to shortlist new applications **decreased by 60%**. The transition from the shortlist to the interview phase also saw a substantial **26% reduction** in time. These improvements contributed to an overall streamlined recruitment timeline.

05 Average Time Reduction

Bajaj Auto achieved a significant reduction in the average time from application submission to the interview stage.

For example, in April, the average time taken to move an application to the interview stage was **15.9 days**. However, by November, this average time decreased significantly to **11.75 days**. This accelerated timeline allowed Bajaj Auto to attract and secure talent more efficiently, gaining a competitive advantage in the fast-paced automotive industry.



Paving the Path for Recruitment Excellence in the Global Automotive Industry

Bajaj Auto's integration of SniperAI's AI-driven talent intelligence platform propelled the company into a new era of recruitment excellence. The remarkable results achieved through improved efficiency, enhanced candidate shortlisting, and data-driven decision-making showcase the power of AI in transforming talent acquisition.

With SniperAI as a strategic ally, Bajaj Auto not only experienced streamlined processes but also received valuable recommendations for future enhancements. Integrating a chatbot, leveraging analytics for data-driven insights, and adopting an applicant tracking system (ATS) emerged as promising possibilities to further optimize the recruitment process.

As the automotive landscape evolves, Bajaj Auto's transformation serves as an inspiration for organizations worldwide, highlighting the potential of AI-driven talent intelligence platforms to reshape recruitment processes and secure the best-fit candidates. Through SniperAI's integration, Bajaj Auto unlocked a new realm of recruitment excellence, enabling them to accelerate their vision of becoming a leader in the global automotive industry.



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