Recruitment SMART

AI-Powered Hiring Success:

Real Stories, Real Impact

How Global Enterprises Transformed Recruitment
with Recruitment Smart's AI Solutions



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Talent Acquisition: **SniperAI**:

- Sourcing and Screening
- Equitable Hiring
- Talent Analytics
- Auto JD Generator
- CV Parser
- Job Analyzer
- Candidate Discovery

Candidate Engagement: **JeevesAI**

- AI-Based Career Site
- Career Bot
- Pre-Screening Bot
- FAQ Automation

Candidate Interview & Assessments: **VScreen**

- Asynchronous Video Interview
- Synchronous Video Interview

Index by Industry

Banking & Finance

- NatWest
- Societe Generale

IT Industry

- HCL Technologies
- Capgemini
- AtoS
- Irdeto
- Infosys
- Injazat

Telecom

- Vodafone
- COLT
- Motorola

Recruitment & HR

- IXceed
- John Clements
- Morson Talents
- Clearbridge

Energy, Oil & Gas & Petrochemical

- PTTEP
- NRG Energy
- SABIC
- Sipchem

Malaysia Aviation Group (MAG)

Transforming Aviation Services with a Comprehensive Portfolio

Established in **2015**, Malaysia Aviation Group (MAG) is a key player in the global aviation industry, managing a diverse range of **airline and aviation services.** The company operates through three main portfolios—**airlines, aviation services, and loyalty & travel solutions**—offering end-to-end air travel and logistics solutions. With a strong regional and international presence, MAG continues to innovate and expand, driving excellence in air travel and aviation services.

- **Headquarters:** Sepang, Malaysia
- **Industry:** Aviation & Aerospace
- **Employees:** 12,000 (Approx.)
- **Fleet Size:** 102 aircraft
- **Global Reach:** Services spanning 150+ countries



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Problems Identified

- Inefficient for their rapid growth needs with thousands of monthly applications with low relevancy for diversified needs, which resulted in inefficiency to effectively attract top talent.
- Slow in filling critical positions that required specific niche skills and being resource-intensive due to manual screening processes, which resulted in increased conversion rates, extended time-to-hire, and high onboarding costs for employees.

Solutions Implemented:

- Malaysia Aviation Group partnered with Recruitment Smart to implement their premier AI-powered solution designed specifically to transform talent acquisition processes.
- The system utilized advanced algorithms to filter applications efficiently, identify high-potential candidates, and create a more relevant talent pool aligned with screening criteria.
- MAG and Recruitment Smart teams worked together to deploy the solution and continue making ongoing enhancements to refine algorithms and ensure optimal recruitment efficiency.

Why Recruitment Smart

Workload reduction — Reduced resume review workload, increased shortlisting, recruiters focused on strategy.

Time savings — Faster application-to-shortlist, quicker time-to-interview, reduced time-to-offer.

Candidate quality — AI-recommended candidates more likely shortlisted, improved interview success.

Results Achieved

Increase in Candidates Shortlisted
A 26% rise in shortlisted candidates due to better alignment with criteria.

Reduction in Resumes Needing Review
A 49% decrease in resumes needing review, allowing recruiters to focus on strategic decisions.

Decrease in Time to Interview
A 31% reduction in the time taken to conduct interviews.

Higher Likelihood of Shortlisting
A 76% higher likelihood of shortlisting for candidates recommended by SniperAI.

Surge in Interviews Conducted
A 22% increase in interviews, indicating a more dynamic recruitment phase.

Reduction in Time to Shortlist
A 39% decrease in the time taken from application creation to shortlisting.

Reduction in Time to Offer
A 40% decrease in the time taken to extend job offers, creating a smoother candidate experience.

[Read Full Case Study](#)

Al-Futtaim Group (AFG)

Enriching Lives Through Diverse Business Excellence Across the Middle East

Founded in the **1930s**, the **Al-Futtaim Group (AFG)** is a leading **Middle Eastern conglomerate** with operations across **automotive, retail, real estate, finance, and more**. The company holds exclusive distribution rights for global brands like **Toyota, Lexus, and Marks & Spencer** and is known for its commitment to innovation, sustainability, and workforce development. With a presence in **15+ countries**, AFG continues to drive economic growth through technology-driven business transformation.

Headquarters: Dubai, UAE
Industry: Conglomerate (Retail, Automotive, Real Estate, and more)
Employees: 44,000+ (Approx.)
Revenue: USD 9 billion (Approx.)



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Problems Identified

- There is an overwhelming number of open job positions, leading to an annual screening of numerous CVs that often lack relevance, resulting in a **conversion ratio** from applications of only **2%** and a shortlist-to-CV review ratio of just **1.2%**.
- The recruitment process is **resource-intensive** and requires significant effort to manage effectively.
- There is a strong emphasis on creating a diverse and inclusive workforce.
- Seamless integration with the existing **SAP SuccessFactors ATS** is essential for efficiency.

Solutions Implemented:

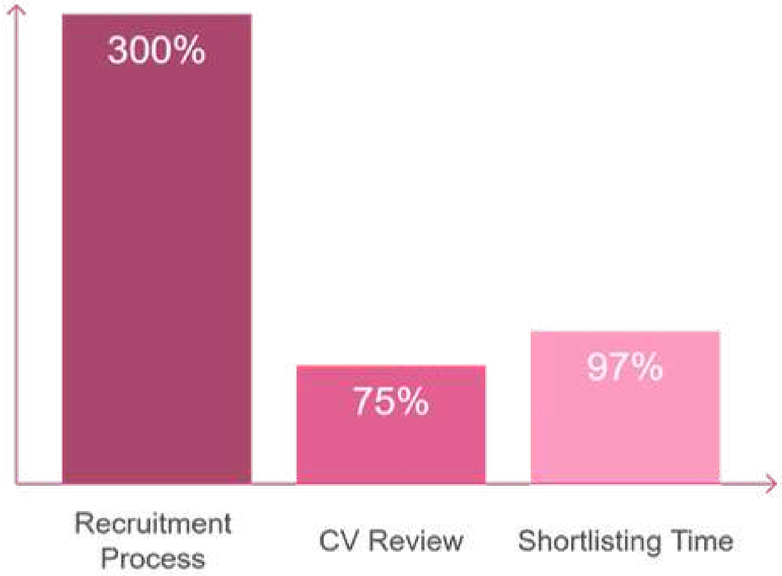
- Implemented SniperAI, a talent acquisition platform by Recruitment Smart
- **8-week pilot phase** utilizing **1.7 million CVs** across **200 job openings** for algorithm training and tested **12 jobs** across AFG's retail domain
- Standardized job descriptions and aligned with competency model
- Seamlessly integrated with existing SAP Success Factors

Why Recruitment Smart

Accuracy Improvement	SniperAI's accuracy increased significantly, processing a large volume of CVs.
SAP Integration	Seamless integration with AFG's ATS system as an official partner.
Efficiency Boost	Recruitment efficiency improved dramatically, reducing candidate shortlisting time.
Tailored Solution	Addresses specific recruitment challenges and diversity requirements effectively.
Multilingual Support	Supports numerous languages with contextual awareness for global recruitment.

Al-Futtaim

Results Achieved



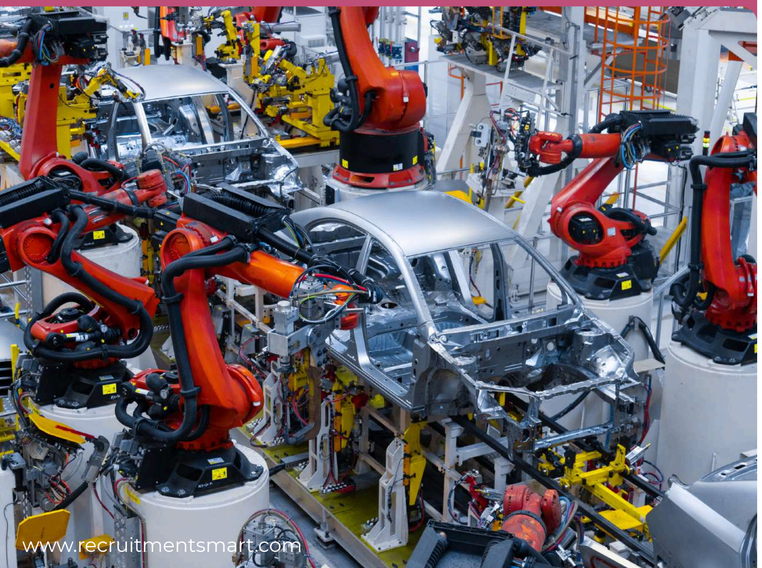
Read Full Case Study

Bajaj Auto

Driving Industrial Excellence & Consumer Trust Across India

Bajaj Auto Limited, established in **1945**, is a leading **Indian automotive manufacturer** known for producing performance-oriented, fuel-efficient, & affordable motorcycles & three-wheelers. The company has a global presence, exporting to over **70 countries across Africa, South Asia, Latin America, & Southeast Asia.** With a strong focus on innovation, Bajaj Auto operates R&D centers in Pune, India, & collaborates with KTM in Austria. The company has also ventured into **electric mobility** with the launch of the **Bajaj Chetak Electric Scooter.**

Headquarters: Pune, Maharashtra, India
Industry: Automotive Manufacturing
Employees: Approximately 8,500
Revenue: Approximately USD 5.3 billion



Problems Identified

- **Manual candidate sourcing** – Ineffective processes for identifying top candidates from multiple platforms.
- **Time-consuming screening** – Labor-intensive resume reviews, often subject to human biases, slow decision-making.
- **Lack of talent analytics** – Absence of data-driven insights, making it difficult to track recruitment performance and optimize hiring.
- **High hiring costs** – Inefficient hiring processes lead to elevated recruitment expenditures.

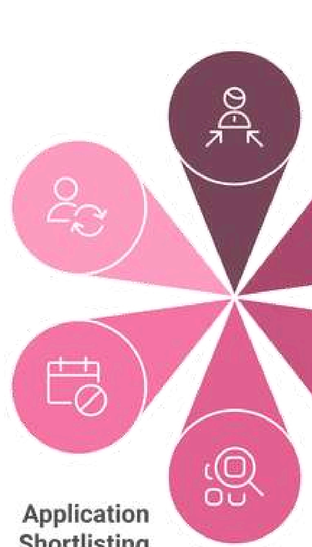
Solutions Implemented

- **Automated candidate sourcing & screening** – AI-driven resume parsing and ranking to surface top talent instantly.
- **Seamless integration with existing systems** – SniperAI was embedded into the bank's ATS, ensuring workflow continuity.
- **User-friendly recruiter interface** – Minimal training is required for adoption.
- **AI-powered recruiter assistance** – The 'Please Help Me' feature provided on-demand recruiter training and onboarding.
- **Automated compliance verification** – Ensuring regulatory adherence in hiring processes.

Why Recruitment Smart

AI Screening – Automate resume evaluation, reducing manual effort.	**ATS Integration** – Ensuring minimal disruption to existing recruitment workflows.
Real-time Analytics – Enabling data-driven hiring decisions and KPI tracking.	**Cost Optimization** – Reducing recruitment overhead and streamlining candidate engagement.
Candidate Experience – Faster response times and structured evaluation criteria.	

Result Achieved



Recruiter Effort
33% Decrease in recruiter effort.

Recruitment Cycle
Shortened overall recruitment cycle from 15.9 days to 11.75 days.

CV Reviews
31% Improvement in CV reviews per interview.

Shortlist to Interview
26% Reduction in time from shortlist to interview.

Application to Interview
57% Reduction in time from application to interview.

Application Shortlisting
60% Faster shortlisting of new applications.

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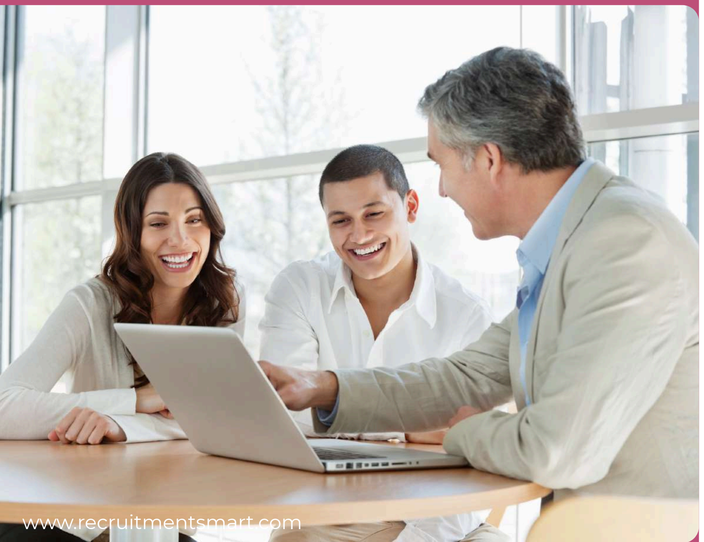
[Read Full Case Study](#)

John Clements Consultants Inc.

Pioneering Recruitment & Leadership Development in the Philippines

John Clements Consultants Inc., **founded in 1974**, is one of the largest **consulting firms in the Philippines**, specialising in **recruitment and leadership training.** Over the past five decades, the firm has facilitated around **5 million job placements &** trained over **5,000 leaders.** Based in **Makati City,** the company provides **executive search, professional staffing, outsourcing, & overseas recruitment services.** It also partners with organizations like Uniphore to enhance its recruitment solutions.

Headquarters: Makati City, Philippines
Industry: Human Resources and Staffing
Employees: Approximately 571
Revenue: Approximately $25 million



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Problems Identified

- **Difficulty attracting qualified** candidates for open positions.
- **Time-consuming manual reporting** requiring dedicated personnel.
- **High turnover of recruiters** leading to frequent backfills and disruption in recruitment continuity.
- **Slow candidate evaluation** & shortlisting processes.

Solutions Implemented

- A bespoke **ATS solution** tailored to their unique requirements.
- **Replacement of manual reporting** with robust automated systems.
- **SniperAI** automates candidate **sourcing and screening.**
- **JeevesAI** offered enhanced **talent-matching capabilities.**
- leverages its existing database of **1 million resumes.**
- To track **marketing effectiveness** and **optimize campaigns.**

Why Recruitment Smart

Bespoke talent solutions
Recruitment Smart provides talent solutions tailored to John Clements' unique requirements, crucial for their digital transformation.

Improved recruitment process
Recruitment Smart improves speed and accuracy in recruitment, addressing pain points in candidate screening and matching.

Scalable solutions
Recruitment Smart's solutions are designed to scale, allowing John Clements to implement successful strategies across their client portfolio.

Revolutionize talent acquisition
Recruitment Smart's platform revolutionizes John Clements' talent acquisition approach for the next generation of hiring challenges.

Results Achieved



85% Accuracy Improvement
High accuracy in all applications

64% Time Reduction
Reduced time to shortlist candidates

KPI Improvement
Enhanced time to hire and productivity

Resource Allocation
Team focuses on strategic activities

Faster Processing
Timely updates and quicker decisions

John Clements
Your Partner for Life.

Read Full Case Study

NRG Energy Inc.

Powering Sustainable Futures Through Clean Energy Innovation

As a Fortune **500 energy leader**, NRG Energy Inc. **operates across diverse energy sources**, including **natural gas, coal, oil, nuclear, wind, & solar**. With a growing workforce and multiple sales channels—**from call centers to direct sales & retail stores**—NRG needed a recruitment process that could scale efficiently while ensuring fairness and inclusivity.

Headquarters: Houston, Texas
Industry: Energy & Utilities
Employees: 15,637 (Approx.)
Revenue: $28.1 billion (Approx.)



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Problems Identified

- Overworked recruiters had to **manually review hundreds of resumes** for each job **requisition, rising time-to-hire metrics & increasing costs to hire**
- **High candidate rejection rates**, **poor candidate engagement, outreach & unmet diversity and inclusion goals** due to unconscious biases in the hiring process

Solutions Implemented

- Implementation of **SniperAI's talent intelligence platform** to automate and streamline recruitment
- **Deployment of JeevesAI** for candidate engagement (email and SMS capabilities)
- **Introduction of the Equitable Hiring Algorithm** to address unconscious biases
- **Integration with SAP SuccessFactors** (NRG's existing ATS)
- **Implementation of Bias Checker** to examine job descriptions and historical hiring data
- **Job Description templatization** to create gender-neutral descriptions

Why Recruitment Smart

Superior AI	Seamless integration with SAP SuccessFactors.
Comprehensive Solution	Addresses screening and engagement needs effectively.
Bias Reduction	Supports diversity goals through advanced technology.
Phased Implementation	Minimizes disruption through strategic planning.

Results Achieved

Recruiter Productivity
Recruiters saw a 50% gain in productivity.

Sourcing Optimization
Sourcing optimization led to a 37% reduction.

Automation Savings
Automation saved up to 16 hours per process.

Equitable Hiring Feature
80% of job requisitions employed the Equitable Hiring Feature within one year.

Diversity Recognition
NRG recognized as a Champion of Board Diversity.

Expanded Candidate Pool
The candidate pool expanded through better sourcing.

[Read Full Case Study]

Overhauling Recruitment Strategies for the Banking & Finance

The **banking and financial services** industry is a highly competitive and regulated sector that requires professionals with specialized financial expertise, regulatory knowledge, and technical skills. With rapid digital transformation, financial institutions are adopting **AI-driven hiring solutions** to accelerate **recruitment cycles, enhance candidate experience**, and **ensure compliance.** The challenge lies in identifying top-tier talent efficiently while maintaining fairness, transparency, and cost-effectiveness.



Problems Identified

- **Manual candidate sourcing** – Ineffective processes for identifying top candidates from multiple platforms.
- **Time-consuming screening** – Labor-intensive resume reviews, often subject to human biases, slow decision-making.
- **Lack of talent analytics** – Absence of data-driven insights, making it difficult to track recruitment performance and optimize hiring.
- **High hiring costs** – Inefficient hiring processes lead to elevated recruitment expenditures.

Technology Utilized

- SniperAI talent intelligence platform for precise candidate matching and ranking.
- **Advanced AI & Machine Learning** algorithms for resume parsing and predictive hiring.
- **Automated analytics** and reporting tools for real-time recruitment insights.
- Seamless integration with the bank's existing **ATS and HR systems.**
- AI-powered recruiter assistance, ensuring continuous training and adoption.
- Automated compliance and regulatory checks, ensuring hiring process integrity.

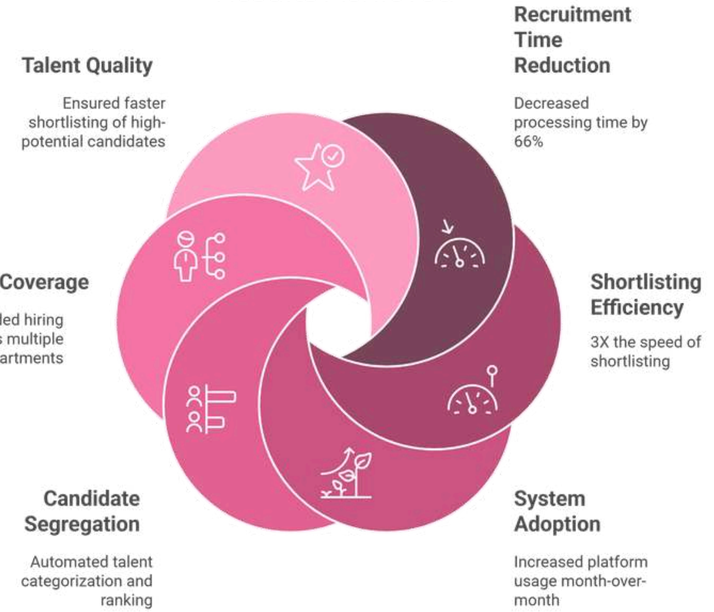
Solutions Implemented:

- **Automated candidate sourcing & screening** – AI-driven resume parsing and ranking to surface top talent instantly.
- **Seamless integration with existing systems** – SniperAI was embedded into the bank's ATS, ensuring workflow continuity.
- **User-friendly recruiter interface** – Minimal training is required for adoption.
- **AI-powered recruiter assistance** – The 'Please Help Me' feature provided on-demand recruiter training and onboarding.
- **Automated compliance verification** – Ensuring regulatory adherence in hiring processes.

Why Recruitment Smart

AI Screening	Automate resume evaluation, reducing manual effort.
ATS Integration	Ensuring minimal disruption to existing recruitment workflows.
Real-time Analytics	Enabling data-driven hiring decisions and KPI tracking.
Cost Optimization	Reducing recruitment overhead and streamlining candidate engagement.
Candidate Experience	Faster response times and structured evaluation criteria.

Results Achieved



Read Full Case Study

Restructuring Talent Acquisition Tactics for the Manufacturing Industry

The **manufacturing industry** operates in a highly competitive, globalized environment where workforce efficiency and specialized skill acquisition are crucial for maintaining production excellence. **Companies face rising labor shortages**, s**tringent compliance requirements,** and the **need for rapid hiring across multiple locations.** Additionally, **workforce diversity** and **collaboration are key priorities**, requiring innovative, AI-driven solutions to optimize recruitment processes.



Problems Identified

- Traditional recruitment infrastructure struggled with global manufacturing expansion, resulting in **inefficient manual screening processes** and **critical shortlisting performance at merely 2%**.
- Identifying specialized manufacturing talent required **unprecedented precision, creating significant bottlenecks** in the talent acquisition pipeline.
- Workforce diversity objectives and inter-recruiter collaboration remained challenging without **systematic, technology-driven solutions** to streamline coordination and selection processes.

Product Utilization:

- SniperAI platform powered by cutting-edge **Generative Artificial Intelligence**
- Enterprise-level **SAP SuccessFactors ATS** integration architecture
- **Real-time data analytics engine** with contextual insights capability
- External database integration through advanced **auto-sourcing framework**
- Sophisticated **multilingual processing** with semantic understanding
- Custom-developed **Talent Analytics visualization** and **reporting** system
- **Precision-engineered qualification** and experience matching algorithms
- Next-generation automated candidate evaluation technology

Solutions Implemented

- Seamless **SniperAI integration** with existing **SAP SuccessFactors** infrastructure, featuring strategic implementation that achieved **97% accuracy optimization within 8 weeks.**
- Innovative **Auto-Forward functionality** and collaborative Notes system delivering in-system candidate recommendations while enhancing **inter-recruiter communication** and **efficiency.**
- **Custom-engineered Talent Analytics** with precision **Geography Filter** enabling location-specific talent strategies and delivering actionable **recruitment intelligence** for data-driven decisions.

Why Recruitment Smart

Trained AI Algorithms
AI algorithms are trained using aviation resumes. These algorithms help identify suitable candidates.

Skills-First Matching
Matching technology prioritizes skills over traditional metrics. This ensures technical competencies are considered.

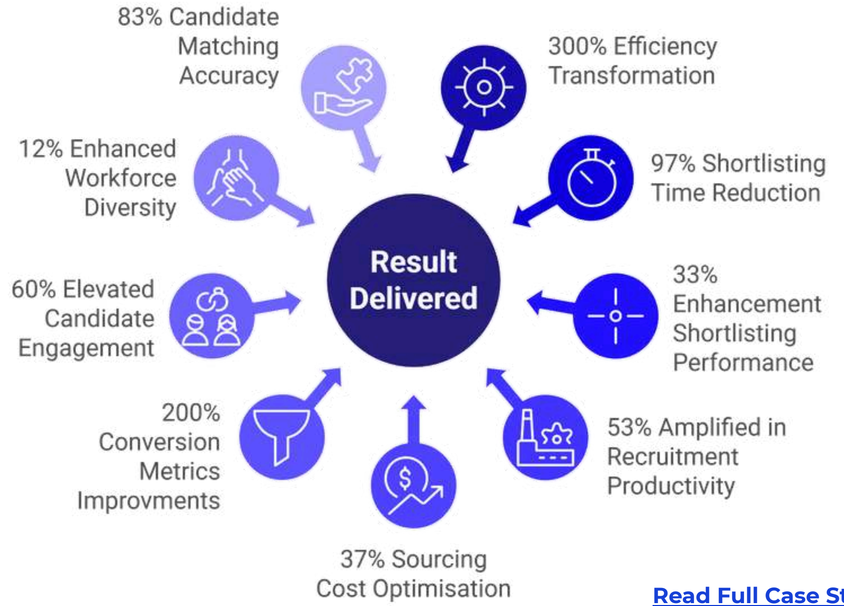
Enterprise-Grade Security
Security protocols meet strict aviation regulatory standards. This ensures data is protected and compliant.

Accuracy in Prediction
The platform demonstrates high accuracy predicting candidate success. This is especially important in safety-critical roles.

Scalable Implementation
The platform scales from regional to global implementations. Performance is not degraded during scaling.

Proven ROI
The platform has a proven ROI with high returns. This is within the first year for enterprise clients.

Strategic Partnership
Dedicated aviation industry specialists provide a strategic partnership. This ensures successful implementation and support.



Read Full Case Study

Revamping Recruitment in the Airlines & Aviation

While our work with Malaysia Aviation Group (MAG) reformed talent acquisition scheduling in the UK, we've deployed similar AI-powered hiring systems across Europe's aviation. The airline industry is a highly specialized and heavily regulated sector that demands skilled professionals across pilot, cabin crew, ground operations, maintenance, and engineering roles. With increasing travel demand post-pandemic, airlines are facing critical talent shortages, high turnover, and complex compliance requirements. The need for efficient, cost-effective hiring has never been greater, as aviation companies must balance safety, regulatory standards, and operational efficiency while attracting top talent.



Problems Identified

- Critical talent shortages across specialized aviation roles amid post-pandemic industry recovery
- Overwhelming application volumes (15,000+ monthly) create significant processing bottlenecks
- 45+ day average time-to-hire causing loss of top candidates to competitors
- Complex compliance requirements, including security clearances and regulatory certifications
- Geographically dispersed recruitment needs across 35+ international hubs
- Escalating recruitment costs ($8,500+ per hire), draining operational budgets.
- Inconsistent candidate evaluation leading to suboptimal hiring decisions and increased turnover

Technology Utilised

- SniperAI's aviation-specific neural network with continuous learning capabilities
- Advanced Natural Language Processing for semantic understanding across 28 languages
- Multi-factor authentication and blockchain verification for credential validation
- Predictive analytics engine with 94% accuracy for candidate-role matching
- Cloud-native architecture ensuring 99.98% uptime and global accessibility
- Real-time collaboration platform connecting distributed hiring teams
- Interactive candidate engagement tools with embedded video interviewing
- Machine learning models are continuously optimised through performance feedback loops

Solutions Implemented

- End-to-end AI-powered recruitment ecosystem customised for the airline's unique operating model
- Dynamic skill assessment matrix calibrated to role-specific technical and safety requirements
- Intelligent screening technology with multilingual capabilities for global talent acquisition
- Automated compliance verification system for aviation licenses, certifications, and security clearances
- Predictive analytics engine identifying high-potential candidates based on performance indicators
- Real-time talent pipeline visualisation with market intelligence dashboards
- Bias-neutralizing algorithms ensuring fair evaluation across diverse candidate pools

Why Recruitment Smart

AI Algorithms
Trained on aviation resumes and profiles.

Skills-First Matching
Prioritizes technical skills over traditional metrics.

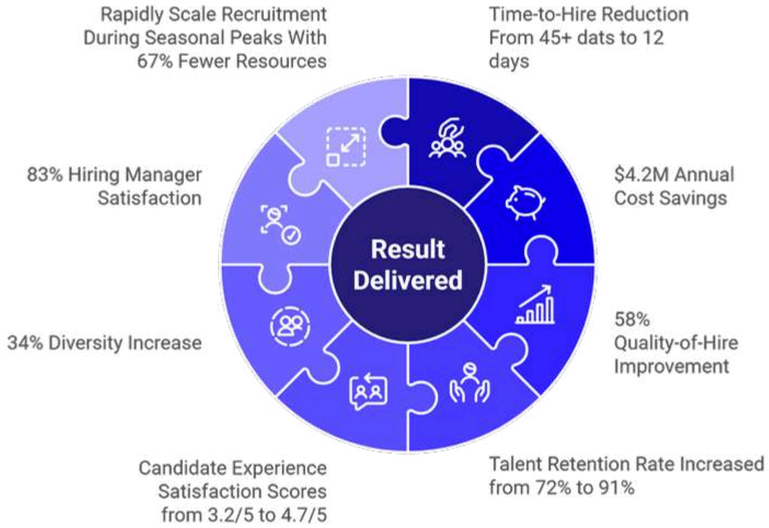
Enterprise-Grade Security
Meets strict aviation regulatory standards.

Accuracy Prediction
Predicts candidate success in safety-critical roles.

Scalable Implementation
Scales from regional to global without degradation.

Proven ROI
300%+ return within the first year.

Strategic Partnership
Dedicated aviation industry specialists available.



Read Full Case Study

Transforming Recruitment in the Telecom

The telecom industry is one of the most dynamic and fast-evolving sectors, driven by advancements in **5G, IoT, and digital transformation.** With a highly competitive landscape, telecom companies require a skilled workforce to support critical functions such as **network engineering, IT infrastructure, customer support, and sales.** The industry also faces **high employee turnover** and demand for specialized technical roles, making efficient recruitment crucial for sustained growth.



Problems Identified

- High time-to-hire across **multiple geographies** and **diverse roles**
- **Poor candidate engagement** due to recruiters spending excessive time on manual resume screening
- **Inefficient recruiter productivity** with limited proactive talent outreach
- **Difficulty managing the high volume of applications** (supporting over **2,500 annual hires**)
- L**ack of standardised screening process** across global recruitment teams

Technology Utilised

- **SniperAI talent intelligence platform** for precise **candidate matching and screening**
- **JeevesAI conversational chatbot** for **automated candidate engagement**
- AI-powered **skills mapping and identification system**
- **Machine learning algorithms** for continuous improvement in matching accuracy
- **Real-time analytics dashboard** for performance tracking and optimization
- **Integration with existing ATS and HRIS systems** for seamless workflow

Solutions Implemented

- **SniperAI implementation** across a team of **50 recruiters**
- **JeevesAI chatbot integration** to enhance pre-screening and candidate engagement
- **Custom configuration** to accommodate regional hiring practices and language requirements
- **Proactive talent pipeline development** for emerging and trending skill sets
- **Data analytics dashboard** for real-time recruitment performance metrics

Why Recruitment Smart

Accuracy
AI ensures precise candidate matching.

Global Reach
Platform supports multiple geographies.

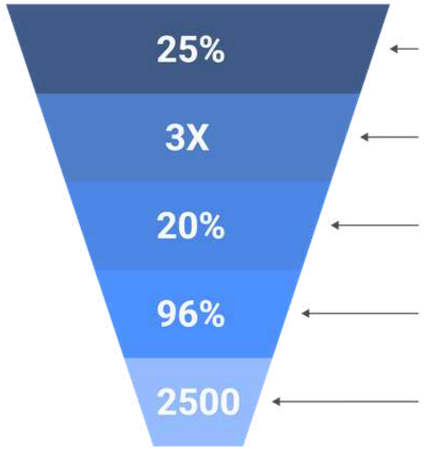
Efficiency
Reduces time and cost of hiring.

Automation
Frees recruiters for important tasks.

Adaptability
Configurable to regional needs.

Results Achieved

Initial Candidate Pool



- 25% — Time-to-Hire Reduction
- 3X — Conversion Ratio Improvement
- 20% — Cost-to-Hire Reduction
- 96% — Solution Accuracy
- 2500 — Annual Hires Across Multiple Geographics

Enhanced Hiring Efficiency

[Read Full Case Study]

Recruitment **SMART**

Empowering Smart, Inclusive Hiring Through AI Innovation.

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