

AI-Futtaim: 4 years later

How one of the GCC's leading conglomerates continues to innovate with recruitment.

AI Futtaim, GCC leaders in online recruitment

With the number of applications coming through its career site nearly doubling every year, AI Futtaim is one of the region's top employers when it comes to online recruitment.

Few other organisations in the GCC can claim the following:

- Receiving 1 Million applications/year
- Hiring 40% of employees from its talent pool
- Reducing the cost of hire by 83% in 4 years
- Generating more traffic on their site than some regional job boards

How did they do it?

In 2008, the company centralised and streamlined its recruitment processes while also implementing Cazar's Sniperhire talent acquisition platform to automate them. To increase awareness and reflect AI Futtaim's true image as an employer, Cazar also created AFutureWithUs.com, a compelling career website where potential candidates could find out about the company and apply to its vacancies online.

The entire project was a success and ROI was achieved within 4 months. "Since implementation, we have reduced our cost-of-hire by 83%," reveals Lisa Cornfield, Head of Recruitment at AI Futtaim, who was also part of the project team that originally launched Sniperhire at AI Futtaim.

Today, what is the secret of their continued success? Lisa Cornfield, explains,

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Lisa Cornfield
Head of Recruitment
AI-Futtaim Group

"Having a solution like Sniperhire to automate recruitment is essential, but that's not enough. In order to be successful, you also need a good sourcing strategy, an attractive employer image, a team of professional recruiters and the right processes."





Continued results

An unparalleled talent pool

One of AI Futtaim’s objectives 4 years ago was to build its own private talent pool where it could store all its qualified applicants. When the company went live with Sniperhire and AFutureWithUs.com, it launched a recruitment campaign and began systematically promoting its vacancies through the career site as well as through a variety of targeted job boards and social media. To this day, regardless the source, each advertisement redirects candidates to AFutureWithUs.com, and each application goes into the Sniperhire system. Currently, the system has over 2 Million applications.

Recruiting someone through this pool of prequalified profiles has several benefits. Maha Jeremiah, E-Recruitment System Administrator explains, “When we get a “surplus” of qualified candidates, we flag and store their information into specific Sniperhire folders so they can easily be retrieved for future vacancies. These folders and our repeat candidates alone generate 40% of our new recruits, saving us time and money.”

A skilled recruitment team

Because Sniperhire minimizes the amount of time spent doing manual tasks and administrative paperwork, recruiters at AI Futtaim can take the time to do more meaningful work, such as understanding the business needs for each role, actively searching for the right candidates and building relationships with them. AI Futtaim’s talent acquisition team is made up of professional recruiters who have skills and experience in finding talent.

Cornfield adds, “We are a really large Group and if we hadn’t implemented Sniperhire, it would have been very difficult to hire the volume of roles which we deal with every year. By allowing Sniperhire and the automated processes to take care of the majority of administrative work, our recruiters can concentrate on actually recruiting. Our recruiters add lot of value to the organisation by spending time with their businesses and candidates.”

A great process that can evolve

“It’s important to make sure that if processes change, the technology can adapt itself, and I have never met any other company in the industry that takes client enhancement requests as seriously as HSC does ,” explains Cornfield.

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Over the years, as the conglomerate’s needs and processes have evolved, it has worked with Cazar to develop new functionalities within the Sniperhire platform to make the flow of recruitment information even more efficient.

Strategic reporting

Reporting is a key component of AI Futtaim’s recruitment strategy. “One of the benefits of having Sniperhire in place is that we can report on everything at any point in time, from the status of a vacancy, to strategic KPIs like cost-of hire. This is extremely important for our recruiters and for the business in general,” says Lisa Cornfield.

Conclusion: It’s more than just technology

To sum it up, Cornfield explains, “Recruiting the right people comes down to a lot of things and technology is just one component. If an organisation is new to online recruitment, it should work with a solution-provider like Cazar, who really understands talent acquisition along with its challenges and whose technology can evolve in the ever-changing landscape of online recruitment.”

