

Smart Savings at Al-Futtaim

How Al-Futtaim drastically reduces hiring expenditure and delivers ROI in just 4 months.

The Group

Al-Futtaim is a renowned UAE conglomerate employing over 20,000 people to manage 65 entities in 12 countries. It has business interests in automotive, retail, new strategic growth, financial services, real estate and construction.

The Challenge

Al-Futtaim faced challenges similar to other large organisations in the Middle East. These included:

- Business units competing against each other for talent
- Line managers using different standards while hiring
- Inability to track agency usage and expenditure
- No metrics to track group-wide recruitment costs
- Product brands overshadowing the group brand
- No effective direct hiring model in place to take control and engage future talent

Solution & Implementation

Bryan Fuge, Al-Futtaim’s Group Head of Recruitment was tasked with revamping the recruitment function and streamlining processes using e-recruitment. He had implemented six different e-recruitment solutions in different businesses during his career, leaving him with a firm view on how to go about selecting a solution.

His five main criteria for selecting the right solution were:

- Ease-of-use for the recruitment team
- Automatic applicant screening and scoring
- Fast, simple and informative application process
- Good local support
- Reference points from existing users in the region

“Once we selected Sniperhire, we effectively took it out of the box.”

Bryan Fuge,
Head of Recruitment
Al Futtaim





The entire scope of the project was completed in just four months. This included Sniperhire implementation, integration to existing systems, job board integration, user training and the development and deployment of a dedicated career portal.

“ We have gone from 220 agencies to almost zero and are making colossal savings in agency use alone. ”

Bryan Fuge
Head of Recruitment
AI Futtaim

- AI-Futtaim has effectively stopped using recruitment agencies.
- AI-Futtaim has saved money by consolidating job board contracts with multiple business units into Group contracts. All job boards have to be integrated to Sniperhire and their performance is reviewed annually using Sniperhire’s OLAP Reporting Suite.
- Line Managers at Ikea, Toyota, Volvo, Marks & Spencer and other AI-Futtaim brands now recruit as one powerful entity through a centralised system instead of competing for talent. They save money by not advertising similar jobs separately for different business units. All qualified applications are stored in a central talent pool which is readily accessible to all business units.

Employer Branding

AI-Futtaim is an exceptional employer brand in the Gulf region. However, outside the region, few had heard of the organisation. Since job seekers worldwide look for opportunities online, the Group decided to build a dedicated careers website.

“We wanted a website that attracted global candidates and carried us beyond AI-Futtaim’s corporate image. We chose ‘AFutureWithUs.com’ to identify ourselves uniquely and to make it clear that we offer a career – not just a job – with potential growth across 12 countries,” says Fuge.

“ We are now spending probably 6% of agency, travel and ‘other’ expenses prior to using Sniperhire. ”

Bryan Fuge
Head of Recruitment
AI Futtaim

The Results

In the first four months after go-live, AI-Futtaim received 50,000 applications. Of these, 80-90% of unfit applications were automatically screened by Sniperhire. All applications were automatically scored and responded to through the system.

- It now takes 40 days on average to get from job requisition to job offer. “Our best time-to-hire is 11 days. This would have been unheard of before,” says Fuge.
- AI-Futtaim is saving money by cutting down recruitment travel. “For all grades of jobs, we are able to find good people online, who are already here and have the relevant experience.”

