

# Recruiting the Future of Plastics

How Borouge empowered their recruitment team with Sniperhire technology

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## The Company

A joint venture between the Abu Dhabi National Oil Company (ADNOC), one of the world's major oil and gas companies, and Austria-based Borealis, a leading provider of chemical and plastics solutions, Borouge is at the forefront of the next generation of plastics innovation. With a current team of 1,700 employees, the group plans to grow by a further 1,300 people by Q3 2013.

## The Challenge

Borouge's recruitment process was admin heavy and time consuming with some positions taking as long as six months to fill. With a massive expansion programme underway, the recruitment team felt that a new system and approach would have to be implemented to achieve their objectives. They needed to streamline their processes and automate them with smart technology.

The company also wanted to improve the overall candidate experience to attract top talent.

## Solution and Implementation

After extensive research, Borouge selected Cazar's Sniperhire recruitment management system. Working with Borouge's different functional teams from the UAE, China and Singapore offices, Cazar used the PRINCE2 project management methodology to ensure a seamless launch.

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Recruitment & Integration Manager  
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implementation process was extremely thorough and successful," mentions Abdirazak Abdullahi Suldan, Borouge's Recruitment & Integration Manager who managed the Sniperhire Project.

## Beyond Implementation

The implementation of Sniperhire went beyond a typical software project. It included specific parameterisation as well as the development of a comprehensive document library for the different stages of recruitment. This library includes:

- Job description templates
- Vacancy templates
- Email and SMS templates
- Recruitment operation manual
- Workflow approval processes

The international recruitment teams also underwent Sniperhire training on the back office module, followed by training programmes for Manpower Planning,

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### A Magnet for Top Candidates

Borougecareers.com is designed to target candidates who are likely to identify with the company’s employer brand and offering.



On-boarding and HR support staff. The last training that took place was for line managers, to ensure their optimal use of the system.

## Sourcing

During the implementation, Borouge and Cazar jointly reviewed the company’s sourcing channels and selected the ones that would provide Borouge vacancies with optimal visibility. Sniperhire was already integrated with most job boards but the Cazar team added new ones as part of the implementation process.

In addition to job boards, Sniperhire can also be integrated with corporate intranets, social media and 3rd party HR suppliers, such as recruitment agencies. This ensures that all candidates are routed via Sniperhire regardless the applicant source.

“Because all candidates come through Sniperhire, they go into our talent pool and become exclusive to us. They aren’t part of a general job board database that our competitors can access,” explains Suldán.

## Connecting with top candidates

Borouge management believes employer branding is key in attracting and connecting with top candidates in the petro-chemical industry. It was therefore important to make the branded career website, Borougecareers.com, appeal to the right types of individuals. Suldán points out, “We wanted our site to best reflect our corporate values: Respect,

“ Screening thousands of CVs used to take almost a month - now we find the right applicants in a few days. ”

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Create, Focus and Exceed, as well as showcase our commitment towards corporate social responsibility, so that people applying for our positions understand the type of organisation we are at our core.”

The website features a wealth of information on careers at Borouge: the working environment; staff testimonials; corporate videos; a specialised section for UAE nationals and internships; the ability to share on social networking sites such as Facebook and LinkedIn along with a link to Borouge’s career Twitter account.

Given Borouge’s worldwide presence, the site’s content and feel appeal to applicants from different nationalities. It presents geographically-relevant jobs first and there is an applicant centre available in English, Arabic and Mandarin, to deliver a user-friendly applicant experience.

Finally, the Cazar team optimised the new career website for search engines, ensuring it appears at the top of specific candidate search results.

## Results

- Within the first six months, Borougecareers.com attracted more than 350,000 unique visitors.
- 100 hires were made directly through Sniperhire without third party involvement.
- Borouge now has a sizeable dedicated private talent pool and receives an average of 250 applications every day.
- “Screening thousands of CVs used to take almost a month, now we find the right applicants within a few days,” mentions Suldán.

