

Recruiting with global scope

DP world uses Sniperhire to manage talent acquisition across their worldwide operations

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Who is DP World

With over 28,000 employees, DP World is a leader in international marine terminal operations. Unlike some of its competitors which focus on certain regions, DP World runs a truly global operation, with around 60 terminals spread across 6 continents.

The Challenges

DP World's expansion is mostly driven by new business acquisitions and developments in different regions of the world. When this occurs, that region's recruitment must hire hundreds of qualified employees in a short span of time. Historically, applicants would send their CV to an email address advertised on the corporate website or a job board, but this proved to be ineffective given the high volume of applications. Time-to-hire was long and identifying top candidates for each job and region was difficult.

Shanavas U. Koya, Head of Talent Management at DP World, explains, "Our hiring needs are driven by specific local challenges rather than just titles. Sometimes the same position in two different regions may require slightly different skills due to the nature of local challenges involved. For example, having experience dealing with strong and demanding labor unions is a must for an HR manager's job in certain European countries, less so in the Middle East. It is very difficult to identify candidates who have this kind of experience when we are going through thousands of emailed and hard copy CVs." explains Koya.

In 2008, Management began looking for a flexible recruitment platform that would help streamline and automate the entire hiring cycle, allowing the company to hire the right quality and quantity of people where and when needed using structured company procedures.

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The Requirements

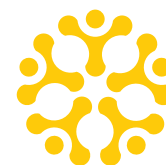
Given the company's decentralised organisation, one of the project's key objectives was to align its hiring processes and standards across the globe.

"Regardless where a candidate or line manager is, the experience of dealing with our recruitment team should be the same. I am a firm believer that process and people are key in achieving this - but it must be facilitated by the right technology. We needed a platform that would enable this." explains Koya.

More specifically, DP World required a solution that could deliver three important components:

1. A candidate-facing experience: a career site with an online recruitment process that was user-friendly and integrated with a recruitment platform.
2. A tool for recruiters and line managers: a sophisticated system that was feature-rich while also being easy to use.
3. An application that could be deployed on a global basis yet while meeting regional requirements.





Solution and Implementation

DP World looked at several talent acquisition solutions in the market, including their own ERP vendor’s recruitment module. However, they felt it would not achieve the results they wanted.

Koya explains “Although I come from an IT background, I’ve never been one to focus on technology alone. It’s about solving a business challenge and in our case, we needed a tool that would allow people to adopt our recruitment processes in order to ensure optimal results. I know all the benefits of using an ERP, but for something as niche as recruitment, it was wiser to use specialised software like Sniperhire. It offers superior flexibility and has more recruiter-friendly features, which means it will get higher user adoption and deliver better results than an ERP system’s recruitment module.”

Sniperhire’s flexible cloud platform also means that Cazar handles all things technical: hosting, updates and maintenance. In addition, releases are made every 8 weeks so that clients regularly get access to new features.

Koya continues, “Another thing we liked about Cazar was their expertise. They cover the entire spectrum of recruitment, from developing a nicely branded career website to giving you advice on what sourcing channels to use in specific markets: ERP vendors usually don’t do that as talent acquisition is not their core business.”

Within 12 weeks, Sniperhire was implemented. Shortly thereafter staff was trained and the platform was rolled out globally.

Results

Five years later, DP World continues to see stellar results:

Quality of hires

DP World has had great cost reductions with Sniperhire, but the result that delivered the most value to the business was the increased quality of applicants and hires. “ Sniperhire has very powerful rating and screening features, which allow us to thoroughly evaluate every single candidate accurately and fairly no matter where they come from: a referral, a job board or an employee. As a result, today, we have considerably reduced “hiring mistakes”, agrees Sara Al Zaabi, Head of HC Services and Nationalisation.

Time-to-hire

The company reduced the time it takes to fill a vacancy by over 60%. With a talent pool that has reached over 200,000 applicants globally, recruiters have get quick access to all previously qualified applicants, which also contributes to faster hiring times.

Transparency

Everyone knows what is going on in a recruitment cycle at all times: recruiters, line managers and candidates.

Koya elaborates, “In the past, a recruiter would sometimes present only 2 or 3 CVs for a vacancy, and the line manager would blindly accept this hoping one of them was suitable. Today, line managers are actively involved in the hiring process and it is very transparent for them. We also identify a lot more qualified CVs.

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Head of Talent Management
DP World

Costs

An intuitive career site and a strong recruitment database have reduced our dependency on recruitment agencies by up to 70%. This translates into thousands of dollars in annual savings. However, Koya notes, “the biggest recruitment cost is revenue loss because of a lack of the right people in place at the right time. Sniperhire has had a huge impact on this.”