

Khalifa University upgrades to Sniperhire

The leading engineering University takes a modern approach to recruitment

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About Khalifa University

Founded in 2007, Khalifa University of Science, Technology and Research is the leading engineering school in the UAE. As such, it has a very selective hiring process and only looks for top-tier candidates.

While the University hires a lot of its administration staff from the region, 70% of its faculty members are sourced from North America, Europe and Australia. It also has a strong Emiratisation programme in place to attract UAE Nationals.



The Challenges

In early 2014, the University found that their recruitment system was not fulfilling the needs of its talent acquisition team, which faced 2 main challenges:

1. Attracting expats

Ben Bond, the HR Supervisor of Khalifa University's Abu Dhabi campus, explains the difficulties the University experienced when looking to hire qualified professors from abroad,

"Attracting expat faculty staff is challenging. You need to alleviate their concerns about safety and laws in the region. Also, they need to see appealing content in order to visualise themselves working here. A career site is an essential communication tool for this and we didn't have one. We generated interest with candidates we met at events and through networking, but when they landed on our website, all they could see was a generic page with a list of vacancies. There was a disconnect between what we said and what they saw."

2. Speed and efficiency

"Our previous system was not intuitive or adapted to our needs, so recruiters and hiring managers were not using it. Recruitment processes such as approval workflows, searching, screening, internal and external communication were mostly done manually. Recruiters were frustrated and hiring cycles were long. We are a leading technology university but our candidate journey did not give a modern image.

The Solution

Khalifa University's management decided to look for a new system to power their talent acquisition process. After having reviewed a few renowned vendors, it opted for Cazar's recruitment solution, which included:

- The Sniperhire enterprise recruitment platform to streamline and automate the entire talent acquisition process, from requisition to onboarding
- A bespoke career portal targeted at the University's different candidate groups



Benefits

Bond details the main reasons behind their decision to switch to Cazar:

A candidate-facing solution

“Cazar was the only provider who offered career website design. Today, any establishment looking to hire top talent from abroad cannot expect to attract applicants by simply having a list of vacancies.”

Comprehensive

“The Sniperhire platform checked all the functional boxes: the workflow is flexible, publishing vacancies on job boards or any other website is done in a few clicks, HRMS integration is straightforward, the solution is mobile, the interview module is innovative, it has an onboarding module and the list goes on.”

Ease of use

“Lack of user adoption was a problem with our previous system, so convincing hiring managers to learn and utilise the new platform was essential. During the demos, Sniperhire clearly delivered the best user experience. For example, when a manager gets an approval request, they don’t need to login, they can just click on the link and approve from a mobile device. These details really make a difference.”

Local support

“We’ve learned that depending on a supplier in another time zone and geography is not ideal. The system can be down for a day before anyone even starts fixing it. Cazar has a 24/7 helpdesk and an implementation team that is nearby.”



A website designed to engage talent
Khalifa University’s new career portal delivers content that candidates want and conveys a message that convinces the top ones that the university is an employer of choice.

Results

Implementation

In only 8 weeks, the system was implemented and the entire staff was trained.

Lower costs

Thanks to the career site’s enhanced candidate experience, the recruitment team can now post positions to it which would have usually gone strictly through recruitment agencies. This has become a key channel for important positions.

High adoption rate

“Hiring managers like using Sniperhire, they are a lot more engaged and would never go back to our previous methods. We receive universal praise about the system – especially its interview feature that allows them to submit comments online,” says Bond.

Better hiring times, increased efficiency

Within a year, the University reduced their time-to-hire by 25% because recruiters work more effectively with Sniperhire. Bond adds, “In the past, we did what we could with the time and means had. Things like replying to every candidate were just not possible so we did not do it. Now, we can do that and more in less time.”

Superior candidate journey

Bond asserts, “Today, Khalifa University delivers an online candidate experience that is superior to that of most competing universities – and that has a direct impact on the quality of hires.”