

One software. Two Solutions.

University of Wollongong in Dubai employs an out-of-the-box approach with Sniperhire.

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The Group

The University of Wollongong in Dubai (UOWD) is a premier Australian university in the Middle East providing world-class higher education to 3,500 students through 250 staff.

The 2 Challenges

In 2010, the university was facing a dual recruitment challenge:

1. Student placement

UOWD attracts the region's leading organisations to recruit its employees on campus. It needed a new process and mechanism to continually deliver shortlists of exceptional students who are best-suited for every available job.

2. Recruiting UOWD employees

The university was always looking for top professors and staff. Unfortunately, the entire recruitment process was manual. They were getting hundreds of paper and email applications; many of which did not even state the desired job position. It was a very slow; they needed an effective solution.

"Reading through all the applications, identifying which CV was best-fit for which role, printing all the email applications and passing them to the relevant person. Then having to start over again for a similar opening a month later. These are all the things that came with manual recruitment," says Naomi Munro, Human Resources Manager at UOWD.

"We wanted a customer service approach to recruitment."

Naomi Munro,
Human Resources Manager
UOWD, Dubai

The Solution

UOWD chose to use the Sniperhire recruitment platform to improve both their student placement program and their own recruitment process. The Implementation was quick. "We had it up and running in a few weeks. There was limited need for IT support and we could take a decision without getting too many parties involved," says Munro.



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“ Prior to Sniperhire, we might have only looked at 10% of applications and picked from that subset. ”

Naomi Munro,
Human Resources Manager
UOWD, Dubai

Although their recruitment needs were slightly different, both Student Services and HR took to the system quickly.

“The fact that both departments could screen people, ask relevant questions, and then modify all of that was essential. In a university, our recruitment process is very different from regional corporate organisations. Sniperhire is fully configurable, which gave us the flexibility to change things easily and quickly.” says Munro.

Student Placement

Today, when employers look to recruit UOWD graduates, the Student Services department posts the vacancies on their website, on behalf of the organisations,” says Munro.

She continues, “The best-fit students for each role are automatically identified by Sniperhire. These student profiles are then emailed to the organisations for final selection.”

“An additional benefit is that, by the time students finish college they know what a proper recruitment process is. They learn how to apply for jobs and address various application criteria,” she also adds.

Hiring Professors

“One of our big challenges is that the minimum requirement for our teaching staff is a PhD. Identifying applicants with this degree used to be time consuming. Now, with the system, we can screen out applicants without a PhD degree at the very early stages of the process,” says Munro.

UOWD uses Sniperhire for recruiting all job grades. It’s been especially good for UOWD’s international recruitment because HR mentions that “applicants abroad will only apply online”.

The Cazar advantage

Munro comments on some of the benefits they get from Cazar, making it a unique partner.

Ease of use

“Munro says, “It’s a lot easier to recruit with Sniperhire. We respond to all candidates and keep them in our talent pool. When we implemented Sniperhire, we were 70-80 staff and now we are 250. We’ve recruited all these people through Sniperhire, without which it would have been very difficult.”

Support

“I can only remember using after-sales support for training and that has been brilliant. Whenever I’ve picked up the phone, somebody’s there to answer my questions. I have never experienced such service with another supplier. ”

Quality candidates

“We now review every application we receive and we know that we have selected the best possible person. Prior to e-recruitment, we might have looked at only 10 percent of our applications and perhaps got the best one out of that batch.”

Interview planning

“The ‘Invite Interview’ function is great. It was extremely tough scheduling interview, making international calls, and setting-up times to connect with people in different time zones. Now, they get an email, click on a link and select their own interview time slot.”

