

Case study

bmi Recruitment takes off with new streamlined e-recruitment solution from Bond

The introduction of Bond Talent to the recruitment process at bmi, the second largest airline at Heathrow, has revolutionised both the work of recruiters and the experience of applicants. With the system selected in July 2007, Bond's solution went live the following January. During that period, starting from Bond Talent's basic structure, Belinda Barron, Recruitment Manager for bmi's cabin crew, and her team were able to determine precisely how their online recruitment system would perform.

Back to basics

"We've been able to give prospective candidates a better response time," confirms Barron, "We used to operate on an application turnaround time of two to three weeks, whereas we now process them within the day. As a result, we can spend more time concentrating on the best candidates rather than dealing with paperwork."

"It was a great opportunity to go right back to basics and decide what we wanted the system to do and how the online experience should feel," Barron continues, "We could decide how the application process should feel right from the start."

The ability to control the experience of the candidate was in itself something new to the organisation. With 1700 flights a week and 42 jet aircraft the company has the best on-time performance of any carrier at Heathrow. As with every airline, bmi is always under pressure to identify and recruit the best candidates for its cabin crew.

Sector:
Aviation

Challenge:
Improve recruitment process for recruiters and applicants.

Benefits
25% more applicants streamlined recruitment process



The Challenge

On some occasions, with hundreds of applications arriving each week, the small recruitment department of one full time and two part time workers frequently found itself buried under CVs and application forms, spending more and more time on administration rather than progressing quickly with interviews.

"Aside from the fact that we have a small team, there was a very time-consuming process with our applicants" admits Belinda

Barron, "Every application had to be made on one of our application forms, so if we received just a CV or one with inadequate information from someone we immediately sent them a form. This meant we may be sending forms to people who were not qualified for the positions we had – only with the returned and completed paper form could we determine whether that applicant could continue through the process. The inefficiencies and costs involved with this purely paper-based system speak for themselves."

Bond Talent has broken this deadlock. By taking the entire process online – retaining a paper based route for applicants unable to access the website – the company has saved thousands of pounds in printing savings alone and reduced their postage expenses to a bare minimum.

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Better still; the new site can perform pre-screening on job-specific criteria, removing ineligible applicants from the process automatically. This part of the site has been carefully designed to ensure applicants do not re-submit just to avoid these criteria.

“Those applicants who didn’t meet our initial criteria, are now filtered by the automated system, taking out a large amount of work. Instead we can focus on the best applicants and make sure they come through the process.”

Speeding through

Moreover, the department can focus its attention on bringing in those quality applicants at a far quicker rate than was previously achievable. Each initially successful application now receives an email response the following day offering a date to attend an interview. If the applicant lives locally the recruitment team can even schedule an appointment for the following week and if the interview time is not appropriate for the candidate an alternative can be swiftly arranged. This entire process is dealt with through a few emails between the department and the candidate.

“When we introduced the new system the phones practically became redundant,” says Belinda Barron, “It used to be the case that candidates would be constantly phoning us to reschedule or cancel at the last minute. The interview process is much easier to manage via email and the quick response time impresses the applicant because it demonstrates to them how interested we are in them joining the company.”

“The whole process has streamlined so that we’ve seen a 25% increase in the amount of applications being handled over the past six months” Barron comments, “We are simply better equipped to handle our recruitment drives.”

Single entry

The talent management system takes applicants beyond their successful interview into their first days at the company. Barron explains that the candidate's details, as recorded by themselves through the website at the very start of the recruitment process, are the same details used during induction training, also managed by her department. Not only this, but in the future a link to the company's external online reference company will further automate the process delivering still more efficiencies.

“Practically everything we need from our successful candidates is contained in that first application,” says Belinda Barron, “There is no need for re-entering any information unless that information changes.”

Quick and easy

While the impact of the new systems has been revolutionary, it is interesting to note that bringing the system to the department and enabling staff to use it effectively did not require a huge amount of resources. Belinda and her team were given two weeks to familiarise themselves with the system, backed with support from Bond, and were able to get great value from the new system as soon as it went live.

“For most people there was a challenge in terms of how this was going to work with our previous systems,” says Barron, “But now that we receive much more information about our candidates before they arrive, we have a far better view and perspective on them.” Having access to so much information on candidates before they meet them means the recruitment team can ensure high quality face-to-face interviews.

Ultimately, Bond Talent hasn't just delivered a faster and more effective way of finding and processing candidates – it has opened the door to the recruitment team being able to improve their own processes in a meaningful way thereby delivering greater value to the company. “Spending more time concentrating on the candidate means we are able to assess our processes and address those as well,” says Barron, “The changes brought about by this solution will drive transformations in recruitment processes across the department.”

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About bmi

bmi is the second largest airline at London Heathrow, one of the world's busiest and best-connected international airports. From our Heathrow hub we operate services in the UK, Europe, the Middle East, Central Asia, Africa and from our Manchester hub transatlantic to the USA and Caribbean.

About Bond

Bond International Software is a global provider of recruitment and human capital management software and services, with over 3500 customers and 100,000 users in 42 countries it is a market leader in its field.

Bond is the largest provider of specialist staffing software for recruitment agencies worldwide and is a rapidly growing provider of web-based e-recruitment and talent management software to the corporate market. Bond provides HR, recruitment, payroll software and bureau services directly to both the public and private sectors.

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