

 **Customer insight**

Integrated approach
enhances employer brand
and enables BA to recruit
first class talent





First class talent

Full service global airline enjoys the benefits of an integrated recruitment process that provides an improved experience for candidates, enhances its employer brand and enables British Airways to recruit the best talent.

Strategy & objectives

- Provide a recruitment process that mirrors the full service experience enjoyed by its passengers.
- A more sophisticated solution to reduce the time to hire, the cost per hire and improve the candidate experience.
- Support opportunities at a number of levels - from school leavers to experienced professionals, with positions ranging from engineers to customer services.
- Effectively manage the quantity of applications being received and be able to quickly find the best candidates.
- Reduce administration time and manpower costs.
- Make the candidate experience more consistent.
- A powerful management information tool was another key requirement, as was the opportunity to store and share applicant information and job vacancies between different parts of the organisation.
- Integrate all parts of the recruitment process and replace the separate systems that were currently being used.

Setting the scene

- The sheer size of the company and the diversity of its operations meant that there were many different ways to start and develop a career with British Airways.
- The influx of applications for each position and the ability to treat each application effectively at an individual level.

Inspiring solutions

- An extensive selection process - a number of e-recruitment systems were tested against British Airways' requirements and existing processes.
- Lumesse* Talent Acquisition was the strongest contender with regards to British Airways' type of recruitment which is high volume forms rather than CV applications.
- Lumesse Talent Acquisition gives recruiters the tools for complete control over all aspects of external and internal recruitment processes.
- Allows customers to operate their own private career sites, covering both external and internal candidates.

- Other clients recruiting with Lumesse Talent Acquisition include: Bentley, European Central Bank, PwC, Royal Mail and the AA.

Planning the rollout

- A hands-on demonstration of the system.
- An onsite visit with an existing user, which provided invaluable insight to how the solution really works in practice.
- Lumesse also provided extensive consultation on the overall recruitment process and worked alongside the BA steering group to develop an all round solution.
- A number of additional enhancements were suggested, such as SMS alerts and links to other portals - many of which had not yet been considered.

“ I must have seen every e-recruitment system over the past couple of years and think Lumesse Talent Acquisition is the best. Another contributing factor to the selection of Lumesse was their overall approach and the people we would be working with. ”

British Airways

Jenni Edwards, Resourcing Business Manager, expresses that one of the key advantages that Lumesse offers “is being a flexible organisation in terms of listening to the customer and coming up with solutions rather than presenting the product as it is. We had specific referencing requirements - the Lumesse Talent Acquisition team worked to meet these requirements whilst helping other users to become familiar with the system.”

Rollout

- Phase 1 saw the implementation for the recruitment of external candidates.
- Prior to the implementation of Phase 2, British Airways planned to embark on a crucial programme of internal communications to obtain engagement from those using Lumesse Talent Acquisition - a vital element to ensure that the system would be used to its full potential.
- Phase 2 looked at internal candidates and staff moves.
- The solution went live on time and on budget, with a seamless integration. In the first three weeks of going live there were 3085 applications.

Working with Lumesse Talent Acquisition

- Since the implementation of Lumesse Talent Acquisition, the candidate experience has become faster and more reliable.
- The new system is easy to navigate and the candidate can see what part of the form has been completed rather than just being presented with a long list of questions.
- British Airways now has specifically targeted application forms which can be selected very quickly - this allows more flexibility and contributes to an improved candidate experience. With Lumesse Talent Acquisition they can select a tailor made form at the touch of a button.
- British Airways is also enjoying the functionality which enables CVs to be attached to applications - this is another simple yet effective way of improving the candidates' experience.

Fantastic outcomes

- An integrated recruitment process which truly reflects the British Airways full service experience.
- Effective management of volume applications from external jobseekers, internal candidates and staff moves.
- In the first three weeks of going live there were 3085 applications.
- Ability to target specific application forms which can be selected very quickly and the ability for candidates to attach CVs.
- Ability to measure efficiency and results achieved.
- A faster, more reliable, improved experience for candidates.
- Ensures that the employer brand shines in the marketplace.
- Ability to recruit the best talent.



In brief

Solution: Talent Acquisition
Industry: Airline
Country: UK
Employees: 40,000

- British Airways is the UK's largest international scheduled airline. It flies its customers at convenient times to the best located airports across the world.
- The airline operates one of the most extensive international scheduled airline route networks and, together with its codeshare and franchise partners, flies to more than 300 destinations worldwide. In 2009/10, it carried nearly 32 million passengers.
- British Airways has turned the corner after 9/11. This is a significant development which will have a positive impact on its recruitment.
- The airline is now enjoying the benefits of an integrated recruitment process that provides a seamless experience for candidates whilst measuring efficiency and the results achieved - to ensure its employer brand shines in the marketplace.
- By helping British Airways recruit the best talent, Lumesse Talent Acquisition will continue to make a contribution to its growth and ongoing success.

About

Lumesse is the only global company making talent management solutions work locally. We help customers around the world to implement successful local talent management initiatives that identify, nurture and develop the right people, in the right place, at the right time. Our multi-cultural background and presence means we understand how to deliver talent solutions that work the way our customers work, as individuals and as teams, because no two people, organisations or cultures are the same. We regard differences as strengths, not as obstacles.

1,700 customers work with us in over 70 countries because they recognise that commitment, innovation and value only come from people. We help customers to unlock and inspire that human potential in their businesses. Our integrated talent management solutions are comprehensive, intuitive, secure and fully internationalised into over 50 languages.

We have Lumesse offices and partners in more than 40 countries, covering EMEA, the Americas and Asia-Pacific. To find your nearest office and talk to someone who speaks your language, visit:

www.lumesse.com/get-in-touch



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