



## Customer insight

Talent acquisition solution  
saves 50% of recruitment  
costs in first six months  
of implementation





# attract

and hire the best talent

Following the merger of Thomson and First Choice, the new company identified a need to improve its time-to-offer to engage more efficiently with interested candidates. The travel industry is competitive and for TUI UK & Ireland this means drawing on the talent pool on demand is vital. Therefore, as part of its recruitment strategy, it adopted a talent acquisition solution to address this key business need.

The first phase of the implementation process was completed in November 2008 and the onboarding solution was configured by January 2009, once TUI UK & Ireland had finalised the terms and conditions to be issued in the new contracts. Although the implementation process ran smoothly from start to finish, the company had to adapt to the challenges presented by merging existing First Choice and Thomson recruitment practices. For instance TUI UK & Ireland was implementing the solution before the contract rationalisation was complete prior to the merger, which meant they had to adjust the onboarding processes in line with the new changes. Despite these difficulties, the flexibility of the solution and the support provided by Lumesse\*, still ensured the project was delivered on time and on budget.

## Setting the scene

When UK travel industry giants Thomson and First Choice merged in 2007, a new force in the European travel industry emerged - TUI Travel PLC. With expected revenues of more than £12 billion

(over \$20 million) and 27 million customers across 200 destinations, TUI UK & Ireland, part of the TUI Travel PLC Group embarked on an intensive rebranding programme. Like many travel and leisure brands, attracting and retaining people with the right skills is a challenge, so creating an efficient and superior experience for candidates was vital in attracting the right talent.

## Inspiring solutions

First Choice started using Lumesse Talent Acquisition and, as a result of its success, decided to implement the solution across the merged organisation, migrating the business onto a unified recruitment platform. TUI UK & Ireland took advantage of this migration, expanding its recruitment capabilities with the referencing module to manage references online, and with its campaigns and events module to support seasonal hiring. Lumesse Onboarding, which enables the business to produce a contract of employment through the career site, was the final piece of the candidate experience.

Its previous manual practice of issuing contracts was time consuming, so by automating the process online they were able to speed up the hire process and provide a more efficient offer process.

Sue Chatfield, Head of Resourcing & HR Services, TUI UK & Ireland, explains: "From a business perspective Lumesse supported us during the complex process of rationalising our contracts. First Choice and Thomson had different terms and conditions, so the system functionality helped us harmonise employment terms and conditions to ensure they were consistent throughout our new business. We've also been able to reduce the number of contract versions in circulation, and their standardised format means that the issuing of contracts is more efficient. By implementing the solution, we've decreased time from offer to contract by 90%."

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The transition to a unified e-recruitment platform was a complex process, but the support from Lumesse ensured the project was delivered to time and budget. We've witnessed significant time and cost savings... Our focus on enhancing the candidate experience and external perception of the brand through our recruitment strategy has paid dividends in terms of attracting new talent and driving TUI UK & Ireland forward as a key player in the leisure and tourism sector.

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TUI UK & Ireland

## Fantastic outcomes

TUI UK & Ireland has been highly impressed with the results. The entire application-to-offer process has been streamlined, with all candidates now applying for positions and receiving contracts through its online career site, reducing time from offer to contract from three weeks to 48 hours.

Since the site launched in November 2008 it has received over 22,000 applications and made 1,100 job offers via Lumesse Onboarding. With such high volumes of applications, the reduction in cost per hire of 50% has had a significant business impact. The company has also been able to reduce its HR administration headcount by 50%, particularly in the contract production department, deploying their talent elsewhere in the business.

“The quantitative results have been outstanding and we've witnessed significant time and cost savings in the first six months alone. But what these figures don't show is how we've also managed to improve the quality of our hires. By being the first company to offer employment to those we wish to hire, we increase our chances of recruiting the talent

we're looking for. We've had less candidates decline our offers as the system, part of our overall recruitment strategy, has allowed us to move more quickly than anyone else. Some of our new recruits have said that they accepted the position because of the overall recruitment experience and the fact that we were the first to get back to them,” says Chatfield.

The business is considering implementing Lumesse Talent Management so that it can make full use of its existing employees and ensure that its best talent is in the right place at the right time.

Chatfield continued: “The transition to a unified e-recruitment platform was a complex process, but the support from Lumesse ensured the project was delivered to time and budget. We've witnessed significant time and cost savings in the first six months alone - an impressive achievement considering the level of internal change and integration required during the migration process. Our focus on enhancing the candidate experience and external perception of the brand through our recruitment strategy has paid dividends in terms of attracting

new talent and driving TUI UK & Ireland forward as a key player in the leisure and tourism sector.”



## In brief

**Solution:** Talent Acquisition  
**Industry:** Leisure  
**Country:** UK  
**Employees:** 48,000

Operating in the competitive travel industry, where attracting and retaining the right people with the right skills is challenging, it was important that TUI UK & Ireland offered a differentiated candidate experience as part of its service delivery. The company indentified the need to improve its time-to-offer and enhance its employer brand by engaging with interested candidates in a timely and more efficient way.

TUI UK & Ireland implemented Lumesse Talent Acquisition across its business and expanded its recruitment capabilities with the referencing and campaigns and events modules.

Lumesse Onboarding was the final stage of the process, enabling the company to automate the production of contracts of employment through its career site.

In the first six months since implementation, TUI UK & Ireland has streamlined its entire application-to-offer process, reducing time from offer to contract from three weeks to 48 hours and cut cost per hire by 50%. It also improved the quality of its hires by offering a more efficient recruitment experience and by being the first company to offer employment to those candidates it wishes to recruit.

## 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](http://www.lumesse.com/get-in-touch)



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