



Customer insight

Motoring organisation
cuts time to hire by half and
increases candidate quality





increases

candidate quality

A well-known brand like the AA attracts a high volume of applications. The process for managing these was largely paper based and it became time consuming. Printed applications were sent out to candidates on request, but the return rate was generally low. Of the applications the AA did receive, many were incomplete; meanwhile those candidates that did apply found the process long and drawn out - the AA's candidate experience fell far short of what it wanted to achieve.

The challenge for the AA was to make the recruitment process easier and less time consuming for both the applicants and the HR team, while improving the quality of the candidates. It identified the need to keep ties with strong quality candidates while improving the candidate experience for those who were considering working for the AA for the first time.

Setting the scene

The Automobile Association (the AA) was founded in 1905 and now has around 8,000 employees across the UK, including 3,000 patrols. Every year it attends around 3.5 million breakdowns and teaches over 100,000 learner drivers. It is also the UK's leading car and home insurance broker and offers a broad range of financial services.

As the UK's biggest breakdown and motoring organisation, with around 15 million members, ensuring it has the right talent is vital for the AA's success.

Inspiring solutions

In 2007 while the AA was part of the Centrica Group it implemented Lumesse* Talent Acquisition moving its entire recruitment process online.

Following significant efforts to engage the AA brand with the talent acquisition solution, and ensure buy-in from the HR department, the company was able to use the talent acquisition platform to its full potential.

The solution enables all applications to be processed online and for the bulky candidate questionnaire to be streamlined, reducing the number of incomplete applications and increasing the speed of the recruitment process.

It also permits the AA to improve its employer brand by creating a talent pipeline which better engages potential employees and reduces the time to hire. The AA can now organise the volume of candidates by location and availability. For example, it helps the recruitment team identify candidates who are talented, interested and qualified, but might not meet the geographic criteria. These candidates can be saved and contacted again if another job opportunity becomes available that better suits their geographic location.

“ We consider every candidate as a customer or potential customer, so building a positive employer brand was a big priority for us. We’re delighted with what we’ve been able to achieve and we’re not planning to stop there with our transformation. We’re constantly looking for new ways to enhance our talent acquisition solution and internal processes to keep driving success within the business. ”

The Automobile Association

Fantastic outcomes

With the new solution the AA has successfully transformed its recruitment process and has achieved impressive results. It now processes all applications online, reducing the number of incomplete applications from around 70 per cent to just over 20 per cent. In 2010 the AA completed over 30,000 applications, which was more than double the number from two years ago.

In addition the AA has been able to increase the quality of its applicants by using the solution to implement a successful talent pool process. With a focus on achieving quality over quantity, the AA has reduced the size of its pools of target candidates from 700 to 500 and can now strategically group them based on where they sit in the recruitment process, in terms of whether their application has been processed and assessed, or whether it still needs to be reviewed.

The AA has halved its time to hire from 77 days in 2006 to just 37 in 2010. By improving the candidate experience and better engaging applicants the AA has managed to enhance its employer brand and begin developing the higher calibre of candidates needed to cement its position as a market leader.



In brief

Solution: Talent Acquisition
Industry: Diversified
Country: UK
Employees: 8,000

This well established UK brand consistently attracts a high volume of job applications. However, the business needed to streamline the recruitment process to increase the quality of applicants and create talent pools to help engage the strongest candidates.

Lumesse Talent Acquisition has moved the AA's entire recruitment process online enabling the AA to progress applications more quickly, reducing time to hire and creating a talent pipeline for future vacancies.

The solution has reduced the number of incomplete applications the AA receives and cut time to hire by a half. The AA has also decreased the size of its talent pools to focus on the best quality candidates available.

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:

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