



Customer: AirAsia
Customer Website: www.airasia.com
Headquarters: Asia
Industry: Transportation

Challenges:

- Candidate customer experience was challenging
- Screening a huge number of resumes and scheduling interviews imposed a heavy burden on recruiting teams

Results:

- 35% of career page visitors apply for a position
- Time spent scheduling and coordinating candidate interviews cut by 48%

Business Benefit:

- By adopting the AI-powered Talent Intelligence Platform from Eightfold, AirAsia reduced the cost, became more efficient, and accelerated the complex process of finding the best qualified candidates to continue to exceed customer expectations.

AirAsia Brand Lands Them Record Number of Candidates



To call AirAsia a high-flier is an understatement. Founded in 2001 with a simple mission – “to allow everyone to fly”—the company has grown rapidly into a highly renowned airline carrying more than 40 million passengers a year to over 160 destinations in 25 countries, in Asia and the Pacific. For 11 years in a row, it has been rated the world’s top low-cost airline. It also has been expanding into new lines of business, in particular technology, logistics, shared services and travel-related services.

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Maneerat Ratanakovit,
Senior Manager, AirAsia



Rapid growth has meant a surge in new hires across all aspects of flight operations and corporate functions, as well in software engineering, data science, digital marketing, information security and cloud infrastructure, among others. In 2019 alone, AirAsia added more than 6,000 employees, according to Maneerat Ratanakovit, a senior manager in the group’s recruitment function.

Information technology has been an area of especially intensive hiring recently. “We probably doubled or even tripled the number of technical people we added in 2018 and 2019,” says Maneerat.

“It has been a real challenge to find technical talent,” she added, “because IT personnel are in high demand in almost every industry.”

Faced with the challenge of finding highly-qualified candidates for a large number of positions, Maneerat says AirAsia “... looked for tools that could help us, especially in the area of applying artificial intelligence and machine learning to the task of reviewing resumes, assessing candidates’ qualifications and matching them to open positions.”

The company also wanted a solution that would simplify the complexity of hiring personnel in different countries and in a broad range of positions. “In some countries we receive a lot of applications and in others we get very few,” she says. “And the way a person applies for a position can vary between countries.”

Eightfold Accelerates the Hiring Process

The search for such tools included a review of offerings from several vendors, with AirAsia eventually selecting the **Talent Intelligence Platform from Eightfold**.

"Eightfold met all the criteria we had for a solution, but what impressed us the most was their advanced use of artificial intelligence and machine learning," Maneerat says. "Eightfold was different from any other product we saw. In addition to AI, it also offered a high level of security, good integration with other systems used by our company, and the ability to support all of our recruiting teams in different countries. The co-innovation with Eightfold has been great."

Eightfold was implemented in late 2019, with resumes for all positions in all locations kept in a Workday applicant tracking system (ATS) that every recruiter and hiring manager can access. "Everybody sees the same information about the progress of filling a position. That saves a lot of time in coordination and keeps hiring managers fully aware of the progress being made."

A key requirement for a talent-management solution was integration with AirAsia's Workday deployment. "We worked very closely with the Eightfold team on integration with Workday, and the rollout went quite smoothly. We found out that we had unrealized talent in our ATS," says Maneerat. The tight integration allowed the Eightfold platform to be rolled out to the entire company at once.



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The benefits of using Eightfold were evident almost immediately. In the first month after moving to the Eightfold platform, the number of applications processed increased 114%. Other key performance indicators in the hiring process also showed dramatic gains, including the percentage of visitors to AirAsia's recruiting website who actually apply for a position (35%); an 80% increase in the speed with which high-potential candidates moved to the interview stage; and a 36% improvement in the time needed to reach the stage of an offer being made.

The public face of the Eightfold platform is what AirAsia calls its Talent Experience. Candidates can upload their resume and instantly get matched to relevant jobs according to their skills, experience, and interests—and apply with only one click. "Compared to our legacy career site, Eightfold has made the candidate experience much easier, and that has resulted in an increase in the number of applicants. People are more inclined to apply to positions now since the experience is much more pleasant for them. Eightfold makes the process simpler and faster, while providing more detail."



Slashing the Time Spent Reviewing Resumes and Scheduling Interviews

A huge improvement also has been noted in the efficiency with which resumes are reviewed for a likely match between qualifications and job requirements, thanks to the AI power of Eightfold. During a one-month period in early 2020, 132,000 applications were processed by the Eightfold platform, which matched 4,700 of them (about 4%) with a high enough score to move a candidate to the next step.

"150 CV's need to be screened daily by our recruiters and calibration helps a lot with this. By automating the pre-processing of so many resumes, it saves an extraordinary amount of time—about 60%—for our recruiting teams," Maneerat says.

Maneerat adds that Eightfold has lowered the cost of recruiting by allowing AirAsia to reduce subscriptions to job boards and lower the use of external recruiting agencies. Another major source of time savings is Eightfold's Talent Scheduling wizard, which automates much of the process of scheduling interviews of job candidates.

"When you are hiring 6,000 people in a year, considering 3-5 candidates per position, and arranging 4 or 5 interviews per candidate, you're talking about a huge number of interviews and a massive scheduling task," says Olivia Aw, senior technology recruitment lead. "The Eightfold scheduling tool cuts the coordination time required of recruiters 48%. And it's not only recruiters who benefit. Hiring managers and even the candidates themselves find it is a smoother and simpler process."

Olivia also finds advantages in other features of the Eightfold platform, including the smooth integration with LinkedIn and other sources of potential candidates; the ability to match candidates passed over for one position with another job that's a better fit; inclusion of existing employees in the search for ideal candidates; and e-mail reminders in case a candidate's response has not been acknowledged. "When we have a lot of people in the pipeline it's possible we might overlook a response. But Eightfold reminds us when we do," Olivia says, noting that timely responses improve the candidate experience and enhance the AirAsia brand.

Recently AirAsia held a virtual tech career event utilizing Eightfold. This virtual career event gave candidates the opportunity to meet AirAsia technology leaders as well as learn about current and future roles. "Eightfold Virtual Event Recruiting improved our recruiter's efficiency and the quality of candidates through AI-enabled candidate matching. It was a single place to review and manage registration, assessment, and candidate experience," explains Maneerat.

Eightfold also has been beneficial as AirAsia has expanded into new lines of business. "We are applying Eightfold's skills-matching capabilities to our database to help us find resumes we haven't looked at before and to identify skills we have not previously targeted," Maneerat says

Maneerat adds that the benefits of Eightfold have been noticed by people outside of the recruitment teams. "I've shown Eightfold to high-level executives and to many hiring managers and they all see what a powerful tool it is. It has changed perceptions of how recruitment works and how we provide hiring managers with better-quality candidates."



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Olivia Aw,
Senior Technology
Recruitment Lead, AirAsia



Eightfold.ai® delivers the Talent Intelligence Platform™, the most effective way for companies to retain top performers, upskill and reskill the workforce, recruit top talent efficiently, and reach diversity goals. Eightfold's deep learning artificial intelligence platform empowers enterprises to turn talent management into a competitive advantage. Eightfold is based in Mountain View, California.