

UK Airline

Getting groundwork in order, ready for take-off.



Review & Insights



Transformation

What we discovered:

Cabin crew are the face of an airline. So, to recruit them poorly is to damage your brand. This airline was hiring its air and admin teams in such an inefficient way that **80% of new staff missed their start date because they had no references.**

Hiring was a hit-and-miss affair: subjective and inconsistent and few standard operating procedures. Technology was available, but not always being used. And crucially, reference suppliers all worked in different ways, with no performance management.

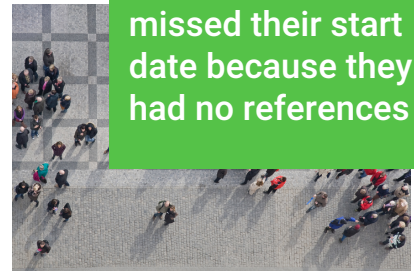
Aside from the obvious cost impact of delays, this was also creating a **very poor candidate experience.**



Solution:

To get improvements off the ground we:

- Designed a new complete **end to end hiring process** to control responsibilities along the whole recruitment journey
- Created **decision calculators** to keep the process objective and clearly timed
- Introduced **new standards for communicating with candidates**, to make their experience clearer and more positive
- **Simplified the complex and two-stage referencing process** to a one stage model through smart outsourcing
- Redesigned and **retrained** the organisation and suppliers - making sure the team were fit to make the new process fly
- Improved use of tech to feed **smart dashboards** - this gave better visibility of supplier performance



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