



“Taleo is more than just a service provider. They are a partner and an integral piece of how we deliver our service.”

**Belinda Curtis**  
GM People Shared  
Services  
Qantas



### **Qantas Flies Candidates Through Recruitment Process 30 Percent Faster with Taleo**

Qantas is widely regarded as the world’s leading long distance airline and one of the strongest brands in Australia. With 36,000 employees world-wide — many of whom work in specialist roles — finding the right people fast is of key importance.

Prior to Taleo, recruitment was a lengthy, paper-based procedure with no system in place to manage candidates. As a result, the company relied heavily on recruitment agencies to find the right people. Qantas would rarely advertise positions directly as they were unable to manage the high response rate.

With increasing competition for skilled workers, Qantas wanted to access the labour market directly and with greater speed. Setting up an automated talent management solution became a business imperative.

### **Automation Delivers a Faster, Smoother Experience**

Now with Taleo, the Qantas recruitment process is automated, creating a faster, smoother experience for both internal hiring managers and external candidates. Qantas can source candidates directly using the company’s own recruitment website where potential employees can search for jobs or register a profile for future opportunities. To reach an even wider audience, Qantas advertises directly with online recruiters.

Qantas has greater control over recruitment, saving time and money. Since the system has been up and running, recruitment approval times have halved, the time between decision to hire and making an offer has reduced by 30 percent and in the two months following the launch of the website, 20,000 candidates have registered with Qantas.

### **Managing and Tracking Every Step of the Recruitment Process**

By advertising directly, Qantas has seen a large response rate from high quality candidates. “Before using Taleo we could not take advantage of direct advertising to recruit staff as the response rate was unmanageable,” says Belinda Curtis, GM People Shared Services at Qantas. “We now advertise online and have been very successful in finding great candidates – even for roles we used to have difficulty filling. Taleo software allows us to manage and track every step of the recruitment process. The feedback from candidates and hiring managers alike has been overwhelmingly positive.”

### **Business Results**

- 50% reduction in recruitment approval time.
- 30% reduction in time between decision to hire and making an offer.
- Successfully sourcing external candidates directly.
- 20,000 candidates registered in under two months.

### **Company profile**

**Employees:** 36,000 worldwide

**Annual turnover:** \$16.2bn

**Established:** 1920

#### **Taleo products in use:**

- Taleo Recruiting
- Taleo Reporting and Analytics
- Taleo Scheduling Center
- Taleo Connect

#### **Time to implement Taleo:**

Five months

#### **Main reasons for choosing Taleo:**

- Product flexibility.
- References and positive feedback from current users.

Placing recruitment in the hands of hiring managers rather than external recruiters has numerous benefits for the company. Aside from the reduction in time and costs, the process is fully trackable with improved accountability. Hiring managers have greater visibility over the recruitment workflow. This is particularly helpful for managers who do not recruit on a regular basis as they can refer back to the workflow to see what steps to take next.

### **Sourcing a Wider Range of Better Quality Candidates**

Qantas is also experiencing an improved quality of hire. Hiring managers are more familiar with the job specification and the type of candidate likely to be a good fit at Qantas. Equally, direct advertising is bringing in candidates that they would not otherwise have found. Curtis cites one example of a difficult to source role which Qantas advertised online. "We had some candidates put forward by recruitment agencies in response to our advertisement. In this instance we choose the direct candidate – they were simply the best person for the job. So we know that we are now getting access to a wider range of better quality candidates."

Additionally, Qantas was attracted by the Taleo reporting component and the flexibility of the software. With greater visibility over recruitment, Qantas can continue to streamline HR processes, adapting the software as needed.

### **Getting off the Ground Fast and Reaching New Heights**

It took five months to implement the software, update internal processes and train users. Qantas was very pleased with the time taken to get up and running. "To bring the organisation up to best practice standards in five months is fantastic. Hiring managers see it as a valuable tool and are happy to use it," says Curtis.

Qantas was equally impressed with Taleo's methodology and implementation support. "The Taleo team fitted in very well at Qantas," added Curtis. "They understood our business needs and were flexible in helping us meet them. The Taleo methodology helped us decide which user groups needed what training and helped us build the training manuals. Taleo also helped with the earlier trainings until we had trained our own facilitators."

Using Taleo means Qantas is now able to source candidates directly using online advertising and the company's recruitment website. This enables Qantas to strengthen their presence in the recruitment market and leverage the Qantas brand.

### **Future Challenges**

With Taleo in place, Qantas is planning to expand use and further exploit the functionality. "Now that we've got the software bedded down we are keen to complete the implementation in the remaining areas not yet using it. We will also use it to source international roles which is going to have lots of benefits. We are already attracting international candidates so it's clearly going to work very well for us," says Curtis.

## Taleo Case Study: Qantas

“Our website linking straight into the Taleo search functions works very well. We get a strong advertisement response, and have directly hired quite a number of people that we know if we didn’t have Taleo and our web front-end, we would have used a recruitment agency.”

**Belinda Curtis**

GM People Shared Services  
Qantas

Qantas would like to maximise use of their new candidate pool to ensure good candidates remain engaged for future opportunities. The tracking and reporting features are being used for workforce planning; identifying resources needed for the next year and beyond.

Taleo provides post-implementation support and ongoing customer service to ensure Qantas continues to get the most from the software. “Once we’ve finalised the implementation we will stay in contact with Taleo. We have had a positive experience with ongoing support from Taleo,” added Curtis.

Streamlining the recruitment process has enabled Qantas to reduce business costs whilst improving the recruitment experience internally and externally. Curtis added, “Qantas is a very capital-intensive business. We’re subject to many external factors such as the rise in fuel prices. Being able to reduce costs whilst improving the service we offer is a great result for Qantas.”

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## ABOUT TALEO

Leading organizations worldwide use Taleo on demand talent management solutions to assess, acquire, develop, and align their workforce for improved business performance.

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