AMS matches top talent with the right jobs

2 days
avg. time to schedule an interview, down from five

93%
user approval rating

400K
recruitment interviews organized each year

AMS Interview Scheduling automates and co-ordinates every aspect of our clients’ interview process.

Natalia Mikrut, Head of Digital Automation, AMS

Standing out in a competitive marketplace
First impressions really do count. And in the jobs market, employers and candidates begin assessing one another from the moment the recruitment opportunity presents itself. In recent times, in many sectors of the economy there are more vacancies than jobseekers, enabling those looking for a new opportunity to be even more selective, choosing between a number of openings.

Industry:
Service provider

Location:
Bracknell, UK & worldwide

People:
8,000+ employees

Products:
• App Engine
At the same time, businesses know how mission-critical it is to keep refreshing their talent pool and, as a result, they can’t afford to let the best candidates slip through their fingers.

Their selection teams are super busy people themselves and are therefore looking for each step of the process to be efficient and well-organized, enabling them to focus their energies on assessing each candidate’s credentials and suitability, rather than printing out CVs and booking meeting rooms for interviews.

In these highly competitive circumstances, AMS’s clients are increasingly looking for a high quality, end-to-end recruitment and talent management service, in which every touchpoint with a candidate is thoroughly choreographed to present the job opportunity in the most favorable light possible and to deliver a seamless recruitment experience.

“In the end, ServiceNow technology is designed with people in mind. And with a user satisfaction rate of 93%, it’s clear that our candidates think so too.”

Mike Brown, Global Managing Director of Operations, AMS

To achieve this ideal, AMS selected ServiceNow as its global foundation stone and platform for all its recruitment processes, from understanding an organization’s workforce requirements, identifying suitable candidates, and managing the interview process, through to tracking a new recruit’s progress in their new job.

**Choreographing the ideal interview**

“At AMS, we help organizations around the world build the workforces they need to succeed, in an age of constant change,” explains Mike Brown, Global Managing Director of Operations at AMS.

“We do this by identifying the best talent for our clients, helping with workforce planning and management, and skills development too. In many cases we act as their complete, outsourced recruitment team, handling every aspect of the process on their behalf.

“At every stage of our clients’ journey, we’re looking to deploy great technology that automates and transforms processes to help and support people to do great work, not to eliminate them, and to help our clients to build their brands and achieve their goals faster and more efficiently.”
Take the job interview, a pivotal moment in the recruitment journey. Utilizing ServiceNow's low-code development tool, App Engine, has replaced a time-consuming, labor-intensive system that relied previously on spreadsheets, email, and telephone calls with an intelligent app – AMS Interview Scheduling.

“We handle about 400,000 recruitment interviews for our clients every year,” explains Mike. “For the candidate, this is their opportunity to shine, to demonstrate that they have the skills and the personality that our clients are looking for. So, it’s vital that they arrive at the right place, in good time, relaxed and well-prepared, ready to give their best.

“It’s a similar story for our client’s recruitment panel too. It’s our job to make sure the interview has been efficiently organized and scheduled, that the venue is booked, and that everyone has all the information they need about the role, and the candidate.

“Our goal is to minimize dropouts and ensure that the interview gives them what they need to make an accurate and speedy assessment of the candidate’s suitability for the job.”

Unlocking time, cost, and efficiency savings

AMS Interview Scheduling is a fully automated service that can be branded, customized, and integrated into AMS’s client organizations within just a few weeks, streamlining processes, providing a great user experience, and unlocking huge time, cost, and efficiency savings.

Natalia Mikrut, Head of Digital Automation at AMS, led the development of the low-code app. “Using ServiceNow, and its elite partner SPOC based in Poland, AMS Interview Scheduling automates and co-ordinates every aspect of the process, enabling everyone involved to focus on getting the maximum value from the interview.

“ServiceNow has been absolutely brilliant to work with; we’ve worked through the challenges together, coming up with creative solutions and really delivering for our clients.

– Jessica Dorin, Client Operations Director, AMS
“The app carries our clients’ brand and bespoke messaging, and integrates with the calendars of the interview team, enabling candidates to pick an interview slot that suits everyone. Once a date and time have been selected, the app books the right meeting space and circulates key documentation about the role, and a profile of the candidate.

“If the interview is face-to-face, the app can even book car parking spaces and a nearby coffee shop for last minute preparations. Or, with remote working and teams often operating in different time zones, the app has the flexibility to take care of all video conferencing arrangements too, integrating with Teams, Zoom, and Webex.

“SMS reminders ensure everyone involved is on the same page,” continues Natalia. “Candidates can access a mobile-friendly portal to find out more about the organization and finalize their approach to the interview.

“And if life intervenes and the interview needs to be rearranged, the app takes care of all of that too, automatically triggering the necessary actions, informing everyone involved, seamlessly rescheduling calendars and meeting rooms.”

Making time to add value

Jessica Dorin, Client Operations Director, says that AMS Interview Scheduling has transformed the way the company works, cutting the average time to schedule an interview from five days to just two.

“Multiply that by 400,000 interviews every year and that becomes an amazing result, getting the right talent onboard quickly and making an impact much faster than before. Now that time can be spent on the personal touch, adding value, matching the right people with the right jobs, helping recruitment teams and candidates to connect and begin building fruitful relationships.

“One of the great things with this tool is you can get that automatic feedback at the end of the process from our candidates and our hiring managers, which provides valuable information for us to make subtle adjustments to the service to make it even better.

“It’s also a demonstration of our ability to innovate, to embrace technology and new ways of working, which is great for our credibility as a business. I think hiring managers now see us as partners and consultants, rather than process administrators.

“Then the automation gives us the ability to scale. We sometimes have clients with as many as 10,000 vacancies; with this tool we know we can handle that volume, which would be impossible without it.”
“And throughout this, ServiceNow has been absolutely brilliant to work with; we’ve worked through the challenges together, coming up with creative solutions and really delivering for our clients.”

Mike describes ServiceNow as ‘the perfect fit for our long-term strategy’:

“It provides the platform for us to build and operate critical business processes for our clients, with robust security and sophisticated data management and analytics capabilities. And with a low-code environment built in, we can quickly build and roll out additional features to meet individual requirements.

“We’ve achieved between 20 and 30% efficiency improvements in the interview process. But, in the end, ServiceNow technology is designed with people in mind. And with a user satisfaction rate of 93%, it’s clear that our candidates think so too.”