

AkzoNobel (ICI)

Overview of the Company

Brief Details of the organisation

With the acquisition of ICI Paints by AkzoNobel in 2008, AkzoNobel has become a business whose brands are recognised across the world and used everywhere from Wembley Stadium and Sydney Harbour Bridge to your front door.

A Global 500 company and listed on the FTSE4Good and Dow Jones Sustainability Indexes, they are the world's largest coatings manufacturer, the leading supplier of specialty chemicals and the number one in decorative paints. The business is divided into three separate operations: Decorative Paints, Performance Coatings and Specialty Chemicals. Their graduate placements are in the Decorative Paints division based in Slough, Berkshire.

As the world leader in decorative coatings, AkzoNobel have some of the best-known brands in the business, such as Dulux, Cuprinol, Glidden, Hammerite, Polyfilla and Sikkens. Their products protect buildings around the globe and promote safety and good health. All these products are used everywhere from the London Eye and Arsenal's Emirates Stadium to schools and hospitals.

How many Staff

Globally AkzoNobel have 60 000 employees, 3000 based in the UK.

How Many Vacancies

In the UK & Ireland AkzoNobel advertise on average about 100 vacancies per annum.

What type of vacancies the system is used for

The WCN ATS is used to manage Experienced Hire, Graduate Recruitment and Dulux Decorator Centre (DDC) Volume recruitment.

Objectives

What were the reasons for implementing an e-recruitment solution?

ICI has been a WCN client since 2000 when they implemented the WCN e-Recruitment solution to manage their Graduate intake and Industrial Placements.

In 2008 the DDC division of the company was integrated to help manage application volumes. The objective was to manage the high volume of applications to the retail outlets across the UK and Ireland.

The application volume more than doubled and increased from 2500 in 2008 to over 5600 in 2009.

What was your existing process?

Prior to this, vacancies were advertised in regional newspapers where applicants were asked to call a hotline to obtain an application form. The recruitment team at ICI then posted application details to candidates. This was a very labour intensive and costly process and also provided no form of tracking to monitor how many applications were sent and if they had been received.

Where did you expect to see improvements?

ICI wanted to manage application volumes more efficiently, improve the candidate experience and reduce time to hire.

Also Management Information including reports on applications and vacancies, as well as diversity statistics needed to be improved and internal resource and administration costs reduced.

Results

Where were the main improvements? Please give as much detail as possible

As an environment conscious organization, paper based processes have now been cut to an absolute minimum.



Applications are tracked and a status of an applicant can be checked and changed instantly.

Internal communication within ICI is more efficient as candidate details and comments can easily and quickly be shared with authorized personnel.

Bulk functionality within the system has reduced administration time; move from paper to email has eliminated the cost for postage and guarantees that a candidate received any communication regarding the vacancy.

Tracking, distribution to business managers, communicate easily and professionally with candidates in bulk.

Overall a great reduction in administration cost and time as well as postage and paper has been achieved.

Should you wish more details on the WCNFire solution or would like to book a free demonstration, please call 0208 296 5908 or e-mail sales@wcn.co.uk.

