

Case study



About easyJet Plc

easyJet keeps costs low by eliminating the unnecessary costs and 'frills' which characterise 'traditional' airlines. This is done in a number of ways:

- **Use of the Internet to reduce distribution costs:** easyJet sold its first seat online in April 1998 and is now one of Europe's biggest Internet retailers.
- **Maximise the utilisation of substantial assets:** Maximising utilisation of each aircraft significantly reduces the unit cost.
- **Ticketless travel:** Passengers receive an email containing their travel details and booking reference when they book online. This helps to significantly reduce the cost of issuing, distributing, processing and reconciling millions of tickets each year.
- **No free lunch:** Eliminating free catering on-board and other unnecessary, complex-to-manage and costly services, reduces costs and unnecessary bureaucracy and management.
- **Efficient use of airports:** easyJet flies to main destination airports throughout Europe, but gains efficiencies through rapid turnaround times, and progressive landing charges agreements with the airports.
- **Paperless operations:** Since its launch easyJet has simplified its working practices by embracing the concept of the paperless office.

Key Achievements of the Project

- Increase in the volume of applications from 500 per month to 4,000 candidate applications per month
- Significant reduction of administration costs by automation (approximately 50% savings per year, by using the system)
- The ability to automate referencing has reduced administration time by over 75%
- Enhanced visibility of recruitment activity through incisive reports now being available, enabling specific areas within the recruitment process to be tracked
- Improved ratio of candidate placement, measured against overall applications. An increase from approximately 5% of applicants being placed to over 35% of applications now being placed within the business

Working with Adapt Workforce Management

- Improvement of the candidate experience – a vast number of candidates have expressed a positive perception to the new streamlined application process and subsequent interview stages
- The improvement in the ratio of candidate applications against candidate placements is attributed to the automated screening within the online application area
- The new system from Bond International paid for itself within approximately 4 months
- The average time to hire has fallen from 90 days to 30 days
- The number of applications processed each month has increased by approximately 85%, without the need to hire any new staff within the recruitment teams across the business

easyJet Recruitment Manager James Miller comments: “The web already plays a key part in easyJet’s existing operations, and has played a pivotal part in our strategy to keep costs down through the effective use of high-quality software. It was entirely logical to apply the same principals when reviewing our needs for a recruitment application”.

“The new system dovetails beautifully with our existing web site, simplifying and streamlining the application process and significantly reducing administration costs”.

“We looked at many different systems and were very impressed by Bond’s ability to tailor their solution to our stated requirements quickly and easily, and their willingness to partner with us in this exciting venture. We were also amazed at Bond’s ability to deploy a fully configured and operational system within our very aggressive timescales”.

Bond International Software MD Tim Richards comments: “To secure such a prestigious deal with one of the most famous names in flying is a huge boost for Bond and our burgeoning presence in the HR sector. We are very proud to be working with easyJet and feel sure that this will be a winning combination”.

“It will be very interesting for us to work with and learn from a company with such a successful track record for innovation and efficiency during the course of this implementation”.

Bond International Software is the world's premier provider of staffing software to global organisations. It has over 30 years experience in the development and creation of products and services that have become industry standards. Headquartered in the United Kingdom, the group also has offices in the United States, Australasia, South Africa and Hong Kong with a global team of over 200 employees.

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