

## Easier Talent Recruitment

By Demir Barlas

May 6, 2005

Mike Avillion is the sole recruiter at Amarr Garage Doors. As he describes it, "I'm confronted with mounds of paper resumes that suck time out of the day."

Many of those resumes aren't on target with what Amarr is often seeking; for example, Avillion says, "individuals who have a management background in the blue collar atmosphere."

To save time, and to ensure a higher percentage of on-target resumes, Amarr recently revamped its recruiting process. There is a new career site on [www.amarr.com](http://www.amarr.com) that plugs into software from **Taleo** on the back end. The idea is "weed out those who are undesirable right from the start," says Avillion.

This happens because the system makes some of the decisions often made by Amarr in the past. Applications have to enter basic information about themselves and answer questions whose importance Amarr has weighted. The system kicks back a percentage based on what Amarr has designated as the ideal candidate and the ideal answers in each case. The cutoff is 60 percent, meaning that unsuitables are automatically taken out of the process without taking up Amarr's time. As for the remainder, Avillion works contextually within **Taleo Business Edition** to send out e-mails and other follow-ups to more qualified applicants.

"It's cut at least a week off the time time-to-hire period," Avillion concludes. "The less I have on my plate, the more time I have to recruit in more difficult areas."

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