

# How Emirates used AI to transform volume hiring

- 8000 hours saved annually
- \$500,000 annual cost savings
- 89% faster time to hire
- 66% extra recruitment capacity
- 93% CSAT score

**Industry: Transport | Employees: 85,000**  
**Use Case: Volume & Professional**

## Volume hiring challenges

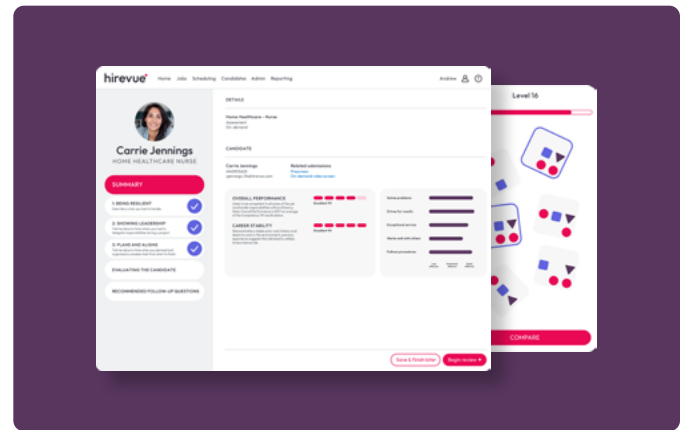
Emirates Airlines is a global employer of choice and the largest airline in the Middle East. They make 500 – 1000 new hires per month within their customer service department, managing hundreds of thousands of applications per role.

Emirates wanted to improve recruitment efficiency and optimise the resources that they had available. They also wanted a consistent, high-quality candidate experience as many teams had developed their own ways of working, and because their candidates are also their customers.

## Innovation through technology

Emirates identified Hirevue's AI-scored Video Interview and Games Based Assessments as the solutions to assess large volumes of candidates based on the skills and motivations that are proven to predict job success. Hirevue assessments are also used for C-Suite recruitment at Emirates, again to manage the volume of applications.

These new solutions gave Emirates a consistent and objective global process that was candidate-centric and which allowed them to open up the top of the funnel even further. Recruiters then review the candidate tiering within HireVue and can confidently recommend the best talent to hiring managers.



## Delivering on all fronts

“With Hirevue’s technology we have not had to compromise on speed, quality, or quantity. For speed, we have reduced our time to fill from 60 to 7 days. For quantity, we have built talent pools for each department, so in some cases we even have a zero time to fill. The hiring managers are also really happy with the quality of candidates that we’re supplying. Hirevue has been a phenomenal partner, supporting us and challenging our thinking.”

### - Manal Al Soori

Senior Vice President of HR Group Recruitment,  
Emirates Group

[Watch the full case study video](#)

## Hirevue Solutions:

AI-Scored Video Assessments, Games-Based Assessments, OnDemand Video Interviewing