

CUSTOMER NAME:

New Gold Inc.

INDUSTRY:

Mining

DESCRIPTION:

New Gold Inc. is a Canadian gold mining company with two producing assets in Canada. New Gold's vision is to build a leading gold company that is committed to the environment and social responsibility.

THE CHALLENGE

Time consuming recruiting processes that vary from site to site. Lots of manual work.

THE SOLUTION

New Gold chose to implement SuccessFactors Recruiting with the help of CONTAX.

THE RESULTS

After a 10-week implementation, New Gold was live with a uniform recruiting process that reduces the time spent on repetitive tasks.

SAP SuccessFactors

NEW GOLD IMPLEMENTS SAP SUCCESSFACTORS RECRUITING

Attracting and hiring top talent are among the most impactful things an organizations HR team is responsible for. As a mining company, recruiting for remote mining sites can be a challenge. Without a robust recruiting management system, recruiting was tedious and time consuming. It was time for a change.

New Gold partnered up with CONTAX to implement SAP SuccessFactors Recruiting. After only 10 weeks, New Gold was running their recruiting processes on SuccessFactors for their Corporate hires and their two main active mining sites: New Afton and Rainy River. Through this implementation, standardized recruiting processes were put in place leveraging SuccessFactors best practices that covered every aspect of recruiting from job requisition approval through to the offer letter.

The Challenge

New Gold hires many First Nations employees and one unique recruiting challenge was making sure the recruiting process is streamlined for applicants that have limited access to computers.

Before implementing SuccessFactors, recruiters had to go through the tedious process of manually posting jobs to external career sites. In addition, the duration from job requisition to offer acceptance of a new hire was long. This was a very time-consuming process and lowered their chances of recruiting the best talent.

The Solution

New Gold chose SuccessFactors Recruiting not only because the solution meets all their recruiting needs but also because SuccessFactors offers a full suite of human resource solutions. Implementing SuccessFactors Recruiting is the first step down a roadmap that will transition all HR processes to SuccessFactors.

I was nervous about implementing SuccessFactors and rolling it out to the management team but CONTAX made the process very seamless and was always accessible for support. We are very happy with the result: a faster and improved recruitment process in a user-friendly system.

- Mei-Yin MacDonell, Human Resources Advisor – Recruitment at New Gold

The Benefits

After implementing SuccessFactors Recruiting, New Gold has seen an increase in the number of applications. This has been attributed in part to the mobile friendly application process which makes it easier for those with limited computer access. The entire application process has also been streamlined and is now more user friendly.

New Gold's recruiters can now easily post to sites like Indeed and LinkedIn with a few simple clicks from within SuccessFactors. Recruiters now spend more time on value added tasks rather than on repetitive chores. With the implementation of SuccessFactors Recruiting came a standardization of processes across the organization that relies on SuccessFactors' tried and tested best practices.

One challenge when rolling out any new system is change management. Will staff resist the new processes? Will they revert back to working outside the system? This is particularly challenging for individuals that don't see immediate personal gain from following a new process. CONTAX's experience and SuccessFactors' ease of use helped get hiring managers on board with the new recruiting process. They are now more involved from the beginning by creating job requisitions directly in SAP which automatically launches the approval process. This helps reduce the time it takes for job postings to get to potential candidates.

What's Next?

After going live with recruiting, New Gold is evaluating which SuccessFactors module they would like to implement next. Onboarding would help them reduce ramp up time for new hires. Performance & Goals would help them identify top performers. Employee Central would allow them to make SuccessFactors their HRIS and centralize all HR processes. SuccessFactors' modular approach allows companies to implement with a phased approach addressing their top priorities first.