

Nomination: 8025

AI'M Hiring

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

MediaMarkt Türkiye

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

AI'M Hiring

Category

B01 - B64 Achievement > B31 - Achievement in Recruitment

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

MediaMarkt, founded in 1961 in Germany, is Europe's largest electronics retail chain. Entering the Turkish market in 2007, MediaMarkt quickly established itself as a leader in the electronics retail sector.

MediaMarkt Turkey offers diverse recruitment opportunities in the global technology retail sector, ranking among the top three most popular companies for young talents. To achieve this success, we have developed programs specifically for young talents, including the TalentMarket project.

TalentMarket is an award-winning long-term internship program designed to help young professionals gain experience and develop their careers in the technology retail sector. Over the past three years, this program has successfully placed interns into permanent positions based on their qualifications and project performance.

Additionally, MediaMarkt Turkey is committed to increasing women's employment in the technology sector through our W-in recruitment program. This initiative aims to boost female representation in our stores, ensuring a more diverse and inclusive workforce.

Media Markt Turkey, which develops services and programs that offer the best experience for both consumers and current/potential employees with the aim of becoming an "Experience Champion", now offers a brand new recruitment experience with the power of artificial intelligence.

b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

As the first AI-based recruitment initiative in Turkey's electronic retail industry, it has revolutionized the hiring process for entry and mid-level positions at MediaMarkt's headquarters.

1. Expanded Reach: Reaching 69% more candidates significantly expands the talent pool, making the hiring process more objective and efficient. This allows MediaMarkt Turkey to attract top talent from a broader demographic, leading to a more inclusive and effective recruitment process.

2. Time Efficiency: By automating initial screening processes, AI'M Hiring has reduced the time spent on recruitment by 50%. This efficiency allows recruiters to focus on more strategic aspects of hiring.

3. Cost Savings: Over a three-month period, the program has saved MediaMarkt Turkey approximately 1.277.820,00 TL. This reduction in operational costs demonstrates the financial efficacy of integrating AI into the recruitment process.

4. Reduced Time Costs: The project has decreased time costs by 34%, streamlining the pre-interview process and making it more efficient for both candidates and recruiters.

5. Candidate Satisfaction: With a 75% candidate satisfaction rate, AI'M Hiring has received positive feedback from applicants. Candidates appreciate the time management benefits and the innovative approach to recruitment.

6. Data-Driven Insights and Increased Manager Satisfaction: The use of AI in candidate evaluation provides detailed insights, improving hiring manager satisfaction from 4/5 (pre-AI) to 4.5/5 (post-AI), enhancing decision-making efficiency and candidate fit assessment.

AI'M Hiring has set a new standard in the recruitment industry, showcasing how technology can enhance traditional hiring practices, leading to better outcomes for both the organization and its prospective employees.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

1. Pioneering Use of AI in Recruitment: AI'M Hiring is the first AI-based recruitment initiative in Turkey's electronic retail industry, setting a new standard for innovation. It shows how AI can be effectively integrated into recruitment processes, serving as a model for other companies in the sector.

2. Expanded Reach and Optimization: Reaching 69% more candidates significantly broadens the talent pool, making the hiring process more objective and optimized. This expansion ensures MediaMarkt Turkey can attract top talent from a wider demographic, contributing to a more inclusive and efficient recruitment process.

3. Efficiency Gains: Reducing recruitment time by 50% is a substantial improvement, showcasing the program's ability to streamline operations. This efficiency allows recruiters to focus more on strategic planning and candidate engagement, rather than administrative tasks.

4. Significant Cost Savings: Achieving cost savings of 1.277.820,00 TL in just three months highlights the financial impact of the program. These savings demonstrate the economic benefits of adopting AI, providing a compelling case for other companies to consider similar technological investments.

5. Improved Candidate Experience: The 75% candidate satisfaction rate underscores the program's success in enhancing the applicant experience. Candidates benefit from a faster, more transparent process, positively influencing their perception of the company and its brand.

6. Data-Driven Decision Making: The creation of detailed heat maps based on AI analysis allows for more objective and informed hiring decisions. This data-driven approach reduces biases and ensures candidates are evaluated based on their alignment with MediaMarkt Turkey's competencies and values.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

You can find the following data, graphs and images in the attached document:

1) A candidate's video.

The person shown in the video is an employee of MediaMarkt Turkey. The screenshot has been taken from an experience during the pilot study process.

** Real candidate videos cannot be shared due to KVKK (GDPR of Türkiye).

2) Heat map analysis for one position

3) Language analysis for one candidate

4) Comparison of the candidates

5) A table showing measurable benefits

6) Example of the candidates satisfaction survey

7) The AI'M Hiring program features an AI persona that interacts with candidates: AI'DA!

AI'DA is also the first digital recruitment specialist/persona used in our hiring processes. You can find the images of the persona in the attached supporting documents.

Webpage Link

https://www.linkedin.com/posts/media-markt-turkey_mediemarkt-olarak-yapay-zek%C3%A2-taban%C4%B1ai-activity-7176609621212614657-gMck/?originalSubdomain=tr
(https://www.linkedin.com/posts/media-markt-turkey_mediemarkt-olarak-yapay-zek%C3%A2-taban%C4%B1ai-activity-7176609621212614657-gMck/?originalSubdomain=tr)

Would you like to add an additional webpage link?

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/20055/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJoyMDA1NSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbmc528AK47wVE0Lplf5fY8vNwo_jPvxtXbaffTFab9w?MMTurkey_AI-MHiring_SupportingData.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/20159/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJoyMDE1OSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbmc5MediaMarkt_AIMHiring_Persona.mp4)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-sage.secure-platform.com/file/20160/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJoyMDE2MCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbmc5c56el5w-1WaE1mW8xL00mfr-kDhy5NbqPol3g?MediaMarkt_AIMHiring_.mp4)

Would you like to add an additional supporting document?

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Terms and Conditions

I Agree