Forvia transforms talent acquisition with award-winning Eightfold solution

FORVIA

Industry: Automotive technology
Headquarters: Nanterre, France
Employees: 157,000

ATS: SAP SuccessFactors
HRIS: SAP SuccessFactors
Eightfold Products: Talent Acquisition
Eightfold Modules: Events, Sourcing, Calibration

eightfold.ai

"This project with Eightfold isn't a tech project. It's about transforming the way we find and recruit people." — Gaël Barjot, HR Lab Director, Forvia

Forvia wanted to find the best digital talent and increase sourcing efficiency to accelerate its transition from traditional manufacturer to automotive technology company. Believing in the power of AI, the company implemented Eightfold Talent Acquisition to transform recruiting processes and the entire global organization. The award-winning deployment has opened up new sourcing channels, increased applicant quality and diversity, and enabled recruiters to work more productively and strategically.

The challenge

Forvia is the seventh largest automotive supplier in the world. Headquartered in France, the global company brings together expertise in electronics, clean mobility, lighting, interiors, seating, and life-cycle solutions to drive change in the automotive industry. Although Forvia isn't a household name, the company's products are ubiquitous. Nearly one in two vehicles worldwide is equipped with Forvia technology.

As a pioneer in mobility experiences, Forvia faced two primary recruiting challenges.

First, innovations like electrification and automated driving were rapidly transforming the automotive industry and the skills needed for business success. Forvia wanted to grow its digital capabilities but competed with well-known enterprises for in-demand talent. To stay at the forefront of automotive technology, the company needed to elevate its employer brand, improve the candidate experience, and develop new sourcing strategies.

As Gaël Barjot, HR Lab Director at Forvia, said, "We're all fighting for the same profile. For Forvia, it was critical to move fast, engage the best talent, and be a more attractive employer."

Forvia's second challenge was recruiting for its manufacturing plants in China, India, Mexico, and Eastern Europe. In these markets, talent was readily available — a single job posting might generate thousands of résumés. The issue was quickly finding the strongest candidates. "We were compelled to open every single application to decide whether to keep the candidate or not," Barjot said.

For these countries, Forvia wanted to minimize the manual work required to screen and schedule applicants to maintain a lean recruiting team while undergoing their talent transformation. "Our goal was to be more efficient with the resources we have but still accomplish the hiring goals that support our business strategy," Barjot said.

The solution

Many of Forvia's automotive solutions feature AI. Convinced of the technology's potential, Forvia decided to apply AI in its HR processes, from recruiting through employee development and retention.

Forvia selected the Eightfold Talent Intelligence Platform to power its HR transformation. According to Barjot, Eightfold rose to the top because "no other provider was able to deal with the entire employee life cycle." Forvia also valued Eightfold's certification as an SAP Endorsed App and the platform's seamless integration with SAP SuccessFactors and Microsoft Office.

Cultural fit was a critical consideration as well. "When you deploy an innovation, it's very important to have people you can trust, and that's the case with all the people we've met at Eightfold," Barjot said.

Forvia implemented Eightfold Talent Acquisition first, taking a "big bang" approach to accelerate change and achieve global consistency. The four-month rollout resulted in 100% adoption by talent teams in 43 countries.

Barjot credits the project's success to an inclusive change-management process that involved local stakeholders from key markets. "We didn't want to decide everything from Paris," he said. "We wanted a collective decision that took cultural differences into account."

"In one six-month period, women accounted for **75%** of applications, helping us meet our applicant gender diversity goal two years earlier than expected."

Gaël Barjot,
HR Lab Director,
Forvia

The results

3.5x

increase in visitor-to-applicant conversion on career site

90,000

applications from 70 digital recruiting events

30%

productivity gains in sourcing

Forvia's AI-powered career site delivers a better experience and more job applications.

Forvia has a new, highly productive recruiting channel that delivers quality applicants.

Recruiters can spend more time on high-value activities like building candidate relationships.

Forvia quickly benefitted from enhancing talent acquisition with AI. The company uses Eightfold to attract and engage more talent with highly sought-after digital skills. And for roles with lots of applicants, "AI is there to help recruiters focus on the 10% of candidates with the strongest match to our position," Barjot said.

Forvia has achieved these meaningful business outcomes with Eightfold Talent Acquisition:

- **More effective career site:** Forvia's Eightfold-powered career site matches jobs to job seekers. Rather than randomly searching through hundreds of openings, visitors simply upload a résumé to receive personalized job recommendations. Prospective applicants also see how their skills, experience, and potential make them a strong fit for suggested roles — a capability enabled by Eightfold's explainable AI. With Eightfold, Forvia has increased its visitor-to-applicant conversion rate by 3.5X, generated 90% more candidates per open position, and increased career site traffic by 3.5X.

- **Talent rediscovery:** Forvia has used Eightfold to maximize one of its most valuable recruiting assets: the 400,000 people already in its ATS. Previously, candidate records quickly grew outdated and unusable. Now, Eightfold makes talent rediscovery possible by refreshing profiles with data from public sources and automatically surfacing past applicants for new job openings. The result is a vast, up-to-date talent network that Forvia recruiters can use to source and nurture high-potential candidates.
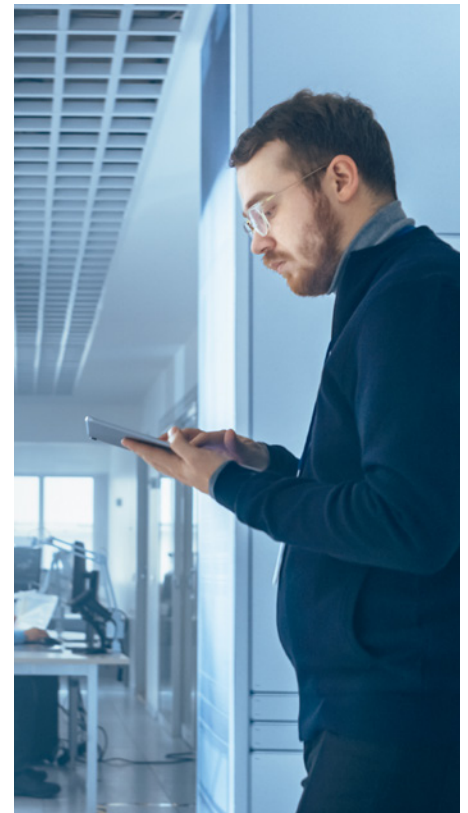
- **New digital recruiting channel:** Forvia used Eightfold's event capabilities to launch a series of local and global digital recruiting events. These live online events have been an ideal platform to attract top talent and strengthen Forvia's employer brand. Talent teams use Eightfold's skills-matching and campaign capabilities to identify and invite relevant candidates in Forvia's talent network. The new sourcing strategy has generated 90,000 applications — or more than 40% of all applications.

- **Upleveling recruiters:** Forvia has increased recruiter efficiency by 30% with AI-powered sourcing, screening, and scheduling. Eightfold generates a stack-ranked list of best-fit candidates for open positions, making it much easier for recruiters to review thousands of applications. This accelerates the hiring process and gives recruiters extra time for strategic activities like building candidate relationships, promoting Forvia's status as an employer, and serving as talent advisers to the business.

- **Attainment of DEI target:** Diverse candidates tend to downplay their qualifications. Forvia's AI-powered career site presents jobs that candidates can succeed in and shows why they are a strong match. These personalized suggestions, backed by explainable AI, can give under-represented groups the boost they need to apply. "In one six-month period, women accounted for 75% of applications, helping us meet our applicant gender diversity goal two years earlier than expected," Barjot said.
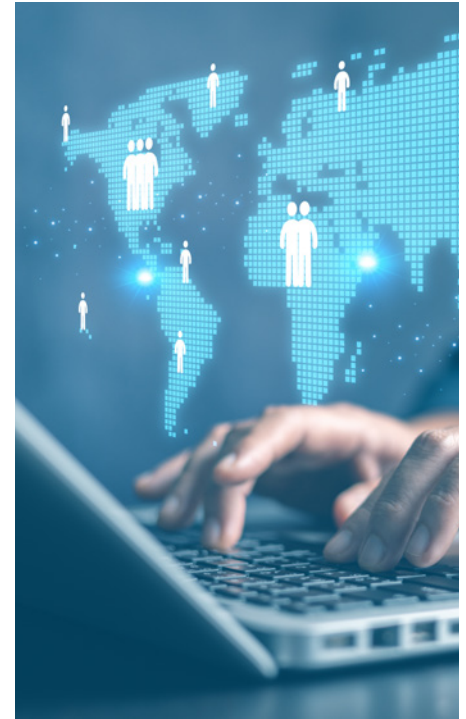
The HR community is taking notice of Forvia's accomplishments in AI-powered talent acquisition. The company received the 2023 Digital HR Award in the Innovation category and the 2023 Award at Victories du Capital Humain in the Connected HRD category.

The future

Forvia has already made significant progress in its HR transformation journey. "Eightfold has been a game changer in terms of attracting quality candidates and transforming recruitment," Barjot said.

Looking ahead, Forvia plans to extend its use of AI across the employee life cycle. The company will implement Eightfold Talent Management, which delivers AI insights that advance employee development, engagement, and retention.

Forvia's next initiative is to improve succession planning. The goal is to use Talent Management to surface more high-potential employees for promotion, encourage cross-functional mobility, and remove unintentional bias from internal hiring.