

# AI-First TA Maturity Model

A rapid-response **maturity model** for leaders to unlock the right automation moves.

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## **The Pressure is Real. AI Noise Isn't Going Away.**

TA leaders are under pressure to do more with less, scrambling to find quick fixes while everyone's asking them 'How are you going to leverage AI to drive efficiencies?'. A common pitfall is to reach for the latest and shiniest AI tool on the block for fear of missing out.

The truth is, most don't need another list of tools. They need to take a step back to understand the root causes of inefficiencies, where automation and AI will actually drive impact, and where it's just noise.





# A Thorough Assessment of Your Org Is the Fastest Path to Real Impact

After working with some of the most progressive TA teams in the industry, we've reimaged our TA Maturity Model - with AI now at its centre.

Why? Because today's TA leaders are expected to deliver better results with fewer resources, and AI, used effectively, can transform how teams work and make decisions.

Our updated model gives you a clear, actionable roadmap: it assesses your current AI maturity, defines where you want to be, and sets out what it will take to get there.



# We've Helped Shape Some of the Most Transformational Tech Companies in Europe



Uber

Rabobank

▲ ATlassian

mollie



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———— A JOINT STRATEGIC PARTNERSHIP

# **AI-First TA Maturity Model**

# Step-by-Step Approach

01

## **We assess your level of AI maturity**

Through a structured conversation, we will conduct a diagnostic of your level of AI maturity through the lenses of People, Process and Technology.

02

## **We build a customed set of use cases to harness AI for your TA org**

This is tailored to your industry, stage of company evolution and size. This outlines areas of opportunity to leverage AI in your TA org elements.

03

## **You get a game plan to leverage AI to do more with less**

We estimate the effort each use case will take to implement and likely impact, so you have a game plan for making it happen. This lets you reap the full benefits of the maturity assessment.

# What is your level of AI maturity?

Level	Name	Description
1	<b>AI-Aware</b>	Awareness of AI's potential in TA, but little to no implementation.
2	<b>AI-Exploring</b>	The TA team is actively experimenting with AI tools and assessing value.
3	<b>AI-Enabled</b>	AI is embedded in core TA processes, improving efficiency and decision-making.
4	<b>AI-Strategic</b>	AI is fully embedded in TA strategy, enabling transformation and long-term value.

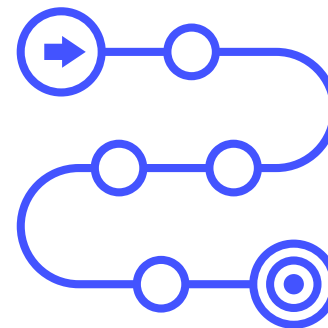


# Assessing your AI level in your TA org



## People

The skillset of your team, their savviness in leveraging AI to drive better outcomes and to be strategic business partners



## Process

The processes that impact the candidate experience and the behind-the-scenes operations that drive your TA machine



## Technology

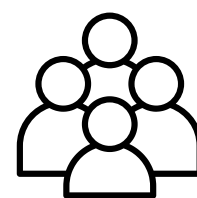
The readiness of your tech stack and data infrastructure to drive AI adoption and scale TA operations

# **Take a Look at Our Most Recent Work**

CASE STUDY: DATASNIPPER

# **Delivering Scalable Hiring Impact to Support Hyper-Growth at**





# Case Study: People

## Challenge

Facing ambitious hiring targets, the TA team was under strain. Under capacity during a crucial hyper-growth phase, and with no time for hands-on support, they needed a solution to maintain hiring momentum and support the business effectively.

## Solution

- Rapid deployment of qualified Talent Partner
- Matched expertise to DataSnipper's specific commercial hiring needs
- Leveraging AI tooling for faster screening and candidate feedback



**"We needed someone who could step in without missing a beat—they did just that. Not only met but exceeded expectations, quickly became a trusted partner and delivered from day one."**

Kasmee Naggan, TA Lead at  **datasnipper**

**3.5**

weeks average time to hire

**89%**

offer acceptance rate

**100%**

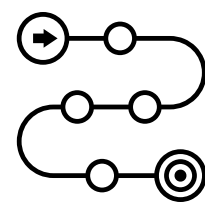
on target delivery



CASE STUDY: HEINEKEN

# Reimagining the Candidate Journey to Better Reflect its Global Brand at





# Case Study: Process

## Challenge

With 400,000+ applicants annually, Heineken faced a candidate experience challenge. Every applicant was also a consumer, making poor experiences a threat to brand loyalty. Slow processes and lack of clear KPIs made improving this a strategic imperative.

## Solution

- Used benchmarks to highlight what great candidate experience looks like
- Delivered clear recommendations to elevate the candidate journey
- Introduced SLAs, refreshed communications, and embedded KPIs for impact



**“Improving candidate experience wasn’t just about hiring - it was about our brand. With the help of the TA Maturity Assessment, every interaction now feels like a true Heineken moment.”**

Kobi Ampoma, Head of TA NL at  **HEINEKEN**

**+17%**

candidate satisfaction

**5-day**

response guarantee

**-12%**

candidate drop-off

— CASE STUDY: Technology

# **How We Supercharged Hiring Through AI and Automation at an Amsterdam-Based Tech Scale-Up**





# Case Study: Technology

## Challenge

A team of 10 recruiters managing 150,000 applications annually and aiming for 300 hires in 2025. High volume led to inconsistent culture-fit assessments, mis-hires, and reduced quality. With no option to grow the team, they needed to boost hiring effectiveness.

## Solution

- Selected an AI tool for scalable cultural fit assessment
- Piloted and tailored the tool to their philosophy
- Led full rollout in 3 months: integration, training, and change management

**“Delivery was fast, flawlessly, and with real care. They hit a tight deadline, raised the bar on quality, and made sure we were set up for long-term success.”**

Head of Recruitment at Tech Scale-Up

**-10%**

time-to-hire

**-23%**

final stage rejections

**+15%**

weekly sourcing hours



# **Curious to Unlock the Full Benefits of the Maturity Model?**

# Let's talk!



**Doeke Geertsma**

Co-founder & CEO at WeAreKeen



**Terry Aduh**

Founder & Director at AXL Consulting



**Book a meeting**

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