

Adecco assesses candidates online to *reduce recruitment costs*

The background

Adecco manages one of the largest Australian graduate recruitment campaigns for a major client, with over 7000 graduate applications processed last year alone. Historically, the client relied on on-site testing and group discussion exercises to assess the calibre of candidates. Whilst this was effective, the process was time-consuming and there was an opportunity cost attached to taking managers out of other areas of the business. Additionally, a small percentage of the graduates performed poorly which meant that the company was spending time and money on a lost cause. For the 2002 intake, the client tasked Adecco with the challenge of assessing candidates online earlier in the recruitment process to ensure that only the very best people made it through to the later (and more expensive) stages of the recruitment process.

The challenge

The client wanted an upfront screening tool that would assess verbal and numerical reasoning skills at the earliest stage possible. Additionally, the company were looking to an Internet technology solution to reduce their recruitment costs.

Adecco recognised that introducing online testing upfront would both reduce the number, and increase the calibre of candidates going on to assessment centres. They sought out a number of online test providers but ultimately chose SHL as their preferred partner for graduate recruitment.

“When faced with the challenge of putting innovative and result-focused proposals to our clients, we felt that SHL’s online solution was by far the best and carried least risk. It assisted us in providing our client with only the highest performers as early in the process as possible - and at a reduced cost per head than in previous years.”
David Taylor, Business Development Manager, Adecco’s Graduate Recruitment Division

Adecco

The solution

Following discussion with SHL consultants, Adecco chose AccessAbility from SHL, which provides online assessment of candidates in the areas of verbal and numerical reasoning. The product was designed specifically for unsupervised use on the Internet and its unique technology ensures that the test questions are different for each candidate, drawn from a large pool of comparable questions. This guarantees that no candidate can retake the same test, or pass information on to another graduate.

The results

SHL conducted a study to review the relationship between the candidate's scores on the AccessAbility online tests and their later performance on the tests at the assessment centre stage. Both Adecco and their client were keen to look at the results to determine the real value in implementing the technology solution upfront. The results were impressive. By using online AccessAbility testing upfront, Adecco was able to present their client with candidates who performed on average in the top 20 to 30% of all graduates on standard graduate level ability tests. Due to the success of the campaign, Adecco will be using AccessAbility in 2003.

Key points

Adecco reduced graduate recruitment costs and improved the calibre of candidates attending assessment centres

Successful candidates performed on average in the top 20-30% on standard graduate level ability tests



Assessments
in more than
30 languages

Organisations that understand and maximize their people's potential achieve outstanding results. SHL gives you the insights to make better decisions about your people.

**We call this People Intelligence,
Business Results.**