

Demonstrating the value of objective assessment

The following case studies demonstrate how objective assessment tools have had a dramatic impact on an organisation in either a selection or development context.

SHL reduces cost per hire by 37% and introduces a unique innovative approach to short listing for a major international bank

An international bank, headquartered in Europe, was investing significant amounts of time and money in the recruitment and selection of its graduate intake. SHL worked with the client to introduce a pioneering online numerical reasoning test, known as 'Ability Screening Online (ASO)' as part of their graduate short-listing process. Results demonstrated not only a 40% increase in the success rate of applicants who were invited to assessment centre but also an impressive 37% reduction in the cost per candidate hire.

SHL helps Bank of Ireland to attract and select strong candidates more quickly

Bank of Ireland needed to attract top quality applicants and then process applications quickly and professionally. Applicants now go through two levels of assessment and both the sifting and selection phases of the recruitment process. The initial sift was facilitated using a secure online ability assessment and final selection decision were supported by the use of the OPQ32. Applicants' results are mapped to the specific requirements of the bank and rank orders them against the competencies required by the role. Benefits were realised in terms of the increased calibre of candidates being recruited and the reduction in over time taken to recruit.

SHL sifting tool identifies top sales performers

A major car sales network uses SHL to develop a competency-based questionnaire to recruit new sales people. The company was able to accurately identify those candidates who would be most profitable to the organisation that translated into a dramatic additional £80,000 profit per annum.

Marks and Spencer innovates to get the right people and get them fast

Store managers at Marks & Spencer wanted a more efficient recruitment process that would identify candidates early on with the potential to 'delight customers' and work effectively in a team. Primary concerns centred around a recruitment process that was too expensive and inefficient and a wish to increase the quality of people taken into the organisation. SHL worked with Marks & Spencer to develop a tailored screening to identify the best candidates that matched both the role and organization. The recruitment process has been speeded up and the quality of individuals hired increased.

Competencies: the key to Pilot Selection at Qantas

Defining and measuring competencies for person/job fit is at the heart of ensuring safe skies by selecting the right pilots for Australia's most successful airline, Qantas. Recognising the importance of maintaining an impeccable safety record, Qantas integrate ability tests, OPQ and the Motivation Questionnaire into their selection process, mapping the results onto their key competencies. The information is used together with a structured interview to select those individuals of the highest quality and who will uphold the values and reputation of a world-leading airline.

Forming Highly Effective Teams with SHL Team Impact Reports

A prominent not-for-profit organisation selects and develops highly effective teams using the SHL Team Impact Reports. This organisation had a challenge retaining critical staff in their core management team. They wanted to improve the way in which candidates were selected and also assess an individual's likely impact in a team. SHL deployed the Team Impact Report and were able to identify the existing leadership team's strengths and development needs. In addition, it was subsequently much easier to assess a new hire's likely fit to the leadership team.

Full versions of these case studies can be found at www.shl.com.

To discuss further please call us on 0870 070 8000.

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