

Increasing efficiency and cost control of cross-border recruitment for a global IT company

“Implementing CareerHarmony’s talent management solutions enabled considerable savings in time and cost. We are able to supply language speakers for customers, knowing they have the capability for the job and the personal attributes required to adapt and thrive in a new country and environment.”

The Challenge

A global IT company partnered with us to staff a multilingual, multinational call center. Our talent management solutions were the right fit to enhance its cross-border recruitment activities and meet the following objectives:

- ✓ A uniform selection process across a wide variety of European languages and countries
- ✓ Increased advertising campaign effectiveness
- ✓ Reduced time-to-hire
- ✓ Decreased staff turnover and illness outages at customer locations
- ✓ Increased recruitment team productivity
- ✓ Increased productivity of new employees at customer locations

The Solution

Our talent management solutions were implemented to deliver an innovative and highly effective end-to-end online recruitment solution that included:

- ✓ Our multilingual component allowed all aspects of the recruitment process to be monitored and driven in real time.
- ✓ Our assessment solutions customized a pre-screening session in 11 different languages, which included a questionnaire, short psychometric test and automated knockout questions. This ensured only candidates meeting essential criteria continued to the next assessment stage.
- ✓ Two in-depth assessment sessions tested language comprehension, numerical reasoning, systems management, perceptual speed and accuracy, multitasking, and alertness. In addition, a cultural adaptability test was given to ensure that candidates would successfully make the transition to a different country, job, and social circle.

Assessment solutions customized a pre-screening session in 11 different languages

The Results

Well over 3,000 people were hired and relocated for the client, ultimately achieving:

- ✔ Immediate improvement in recruitment efficiency and capacity
- ✔ Elimination of 75% of applicants through a pre-screening process
- ✔ Reduction in face-to-face interviews by selecting only the candidates most likely to succeed

A year after implementation of these talent management solutions, improvements in the recruitment process included:

- ✔ 69% advertising cost reduction
- ✔ 40% recruitment time reduction
- ✔ 35% recruitment productivity increase

A validation study assessed the improvements in productivity and success of new employees. It revealed:

- ✔ 9% reduction in candidates who withdrew their application after having been rated successful
- ✔ 60% increase in interview to placement rate
- ✔ Near elimination of employee turnover in first 3 months of service
- ✔ High assessment score applicants showed 88% chance of achieving above-average job performance



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