HirePRO™
RECRUITMENT 360

GAINING THE COMPETITIVE EDGE IN ENTRY-LEVEL HIRING

How an American fortune 500 semiconductor company utilized HirePro's in-house science of assessments.

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Synopsis

Have you wondered the mettle in transitioning from a conventional paper based assessment to a technologically supported assessment platform?

Yes, that's certainly possible. Not just design and development, but a multi-location implementation can be achieved only through a unique blend of in-depth understanding of the skill required, talent connectivity and identifying the right candidate. Industry-leading best practices in recruitment backed by best-in-class hiring experts ensuring a seamless and smooth operation.

Assignment

An American Fortune 500 semiconductor company that designs and markets wireless telecommunication products and services. They are a pioneer in 3G, 4G and next-generation wireless technologies. With a complex product in the pipeline, slated for delivery from the India centre, the company was looking for premier and well-calibrated talent and hence demanded a specialized assessments battery as part of the campus hiring. They also wanted to be very competitive in the entry level hiring market and hence wanted insights on brand positioning, compensation and industry trends and market intelligence. The plan was to hire around 300 students and the assessment models followed were traditional; using a pen-paper methodology. They wanted a partner who could achieve economies of scale for a volume hiring exercise backed by a technology platform to deliver an online test. Real-time reports and analytics were also imperative to give insights on the performance of the candidates on specific subjects and focus areas to make accurate hiring decisions. Hiring was a mix of full time and

internship hiring across the Tier I campuses in India. The roles were based out of US and India.

The primary tasks at hand for HirePro as a scope for this project were –

- Technical assessment content with specific focus on electronics covering all topics like VLSI, Analog, Digital and microprocessors
- Aptitude and problem solving assessments
- Coordination on the ground in the campus to deliver great candidate experience by having an online test and candidate management activities

HirePro Approach

To ensure the accurate assessment model, HirePro developed an extensive in-house process of test development and calibration. A blue-print was created and evaluated for its precision by multiple business groups across locations. Based on the blueprint, the team developed the question paper which was calibrated by administering the test to a sample size of hire candidates across business groups and locations. The feedback helped in the development of the final assessment forum and the assessment had a perfect blend of topics and complexity of questions. HirePro worked in close association with seasoned industry professionals to create an exhaustive question bank which could yield unique question sets across campuses.

Besides the assessment development, the multi-location hiring for three different locations in India and internships for the USA office made data mining and management imperative. HiRePro developed a customized microsite using its proprietary online platform to collect information pertaining to internship details and job location preference. The real-time updates to the microsite captured data after corrections in the based on the preferences and changes in the plan across locations. Along with the data collection, HiRePro provided market intelligence reports at different phases and also the prevailing compensation paid by organizations hiring for similar tier of talent. This cemented the entire campus compensation plan.

Pertinent pre-campus and post campus reports gave the client predictability of the talent pool appearing for the tests. The post campus reports gave interesting insights on the hiring pattern across locations and selection criteria used by the panellists. These reports also gave valuable information on utilization of panellists, throughput and selection ratio of the panellists.

Impact

1. Market intelligence: A delay of entry into the campus hiring season by around 1.5 months did not make the campus recruitment exercise futile. The real-time inputs and status on hires across location ensured seamless coordination of panellists across locations to come for the specific drives

2. Effort estimation and optimization: Predictability of filling the positions across roles and location was very high as this was continually tracked, monitored, reported and acted upon accordingly.

3. Remote coordination: For premier campuses like IITs, the entire logistics was efficiently managed by HirePro's onsite team which included assessments. Further rounds of interviews were done remotely over telephone and skype and it continued for 4 weeks.

4. Faster TAT through real-time data monitoring: During this period, the data was diligently updated and collated after every interview with the help of a enterprise-level technology platform

Results

1. Hiring completed for 300 people in spite of a lag time of 1.5 months to initiate campus recruitment

2. Travel cost optimization for some of the premier campuses

3. A remarkable selection ratio of 1:3 (offer: test shortlist) over the trending average metrics of 1:6

4. Great candidate experience with seamless process management, ensuring excellence in delivery

Contact Us

HirePro Consulting Pvt Ltd

CareerNet Campus, Plot No. 53,
Kariyammana Agrahara Road,
Devarabisana Halli (Next to Intel Junction Flyover),
Outer Ring Road, Bangalore - 560 103
Voice : +91-80-66560000
Web: www.hirepro.in