

Revolutionising assessment centres

for a seamless experience at Vodafone

Saving resources, time and supporting the brand with paperless assessment centres



Assessment centres for a seamless experience

Summary

Vodafone UK set out to revolutionise assessment centres to save resources and time whilst supporting the brand. Paperless assessment centres are now more efficient, shorter and offer a cutting edge experience.

Vodafone Group Plc is one of the world's leading telecommunications groups, with a significant presence in Europe, the Middle East, Africa and Asia Pacific through the company's subsidiary undertakings, joint ventures, associated undertakings and investments.

The challenge: design a streamlined, efficient, cost-effective yet innovative assessment centre

Assessment centres have always played a vital role in the identification and selection of its graduates at Vodafone. The company recognises not only the depth of insight gained at such events but also the opportunity to promote the Vodafone brand. However, assessment centres are famously time intensive and paper-heavy. Also paper-based assessment centres are somewhat at odds with a business focused on usable and accessible technologies.

As a result, Vodafone invited cut-e to develop an innovative online approach to delivering its assessment centres. Three key objectives were set out at the start of the project, stipulating that the solution needed to:

- ➔ Represent the employer brand
- ➔ Improve the candidate experience
- ➔ Deliver HR efficiencies

The solution: cut-e's enAC – the paperless assessment centre

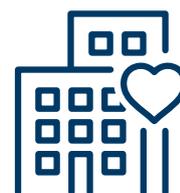
cut-e introduced *enAC* – a web-based platform which enables recruiting teams to create, implement and manage paperless assessment centres.

The Vodafone *enAC* adopted the 'look and feel' of the company with the assessment content and interface design being created after several meetings between cut-e and internal Vodafone stakeholders across the world. This meant that cut-e understood the specific local requirements of Vodafone assessors and its candidates and could incorporate this into the *enAC*.

Vodafone recruiters were able to create individual and group exercises using customised content, based on the requirements of specific roles. It draws on behavioural indicators, role play, analysis exercises, development measures and competency-based interview questions that are suitable for a range of different roles in any business.

Putting enAC into practice

Branded with the Vodafone logo and colour scheme, the *enAC* interface is visually appealing and engaging to use for both candidate and assessor. Candidates log onto the platform to access their personal daily schedules, assessments and activity materials, all of which have been uploaded swiftly by the Vodafone team. Similarly, assessors log onto the platform to find activity guides, competency-based interview questions, a note-taking function



Recognition value

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and individualised timetables. Additionally to helping to improve HR efficiency, individualised timetables also create a smooth-running assessment day. To help boost the confidence of the assessor team, familiarisation and training sessions were organised prior to the 'go live' date.

Tablet devices are given to candidates and assessors for the assessment day. By using only this to run the assessment centre, the process is quicker, cheaper and more reliable to set up and execute. Observers can easily rate participants and take paperless notes. Following the assessments, *enAC* consolidates all the collected behavioural observations, comments, ratings and test scores for each participant. It also instantly creates an easy-to-interpret, competency-based report which highlights each person's strengths and development needs and suggests relevant interview questions. This enables the hiring team to execute the entire assessment centre and proceed to hire within hours, which adds significant value.

The outcome: streamlined candidate-engaging and brand-supporting

Vodafone is delighted with the results of the *enAC* implementation.

Candidates and assessors found the tool engaging and easy to use. It has seen a reduction of 66% in the administrative resources needed and a 50% reduction in the time taken for the debrief session. This means a faster and more accurate candidate assessment and time-to-hire.



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**66% saving
of admin resource**

with the use of *enAC*, the paperless assessment centre



50% time saving

in assessment centre debrief sessions



Vodafone's hiring team now use this solution not only to create assessment centres worldwide but also to manage all the pre and post administration. As well as being a practical solution, *enAC* strengthens Vodafone's employer brand as a digital employer, delivering traditional assessment centres in a modern and original way.

*"We have now broadened the scope, with *enAC* being used at all of our apprentice ACs worldwide. Using the *enAC* platform on our tablets has strengthened our brand as a digital employer in different ways, with typically a far younger audience."*

Melanie Hill,
Future Talent and Graduate Attraction at Vodafone Group

About cut-e

Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments for attraction, selection, talent management and development. The company's smart, valid and innovative psychometrics have made it the preferred partner of multinational organisations.

In May 2017, cut-e was acquired by Aon plc, a leading global professional services firm providing a broad range of risk, retirement and health solutions. cut-e now operates as part of Aon's global offering in talent solutions, helping clients achieve sustainable growth by driving business performance through people performance. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.