

**Pioneering assessment  
& selection for a large  
professional services firm**

Creating the most innovative recruitment  
process to date

# Pioneering assessment & selection for a large professional services firm

Creating the most innovative recruitment process to date

## Background

As the second largest professional services network in the world, this organisation is one of the Big Four accounting firms. Based in London, their portfolio of services includes tax, assurance, advisory, actuarial, legal and consultancy.

The organisation's purpose focuses on how they can contribute to society, and how their business decisions can earn trust and solve important problems. With a workforce of 276,000 people spread across 157 countries, they have a reputation as a leading recruiter of future talent.

## Objective

We partnered with this internationally renowned organisation to transform their outdated assessment and selection recruitment process through our award-winning technology.

They needed to revolutionise their approach to identifying the early talent that would lead them into the future. We worked closely together to design a recruitment strategy that moved away from traditional measures of success towards an emphasis on potential.

Potential has become a greater predictor of success than past experience, and the application of knowledge is now more important than knowledge itself. To recognise potential, we helped develop 56 different assessment tools that integrated six separate technologies.

Pioneering a new assessment and selection process through storytelling while improving candidate experience was the prime objective. They wanted their applicants to be completely

engaged in an interactive way that would differentiate themselves in an increasingly competitive market.

They also needed to manage an incredibly high volume of applications and provide realistic job previews that introduced candidates to their company culture – while improving diversity, social mobility and the time taken to hire.

## Solution

We needed to entirely reimagine the organisation's future talent recruitment programme. Applying our cutting-edge tech, we created a seamless, immersive and branded digital journey – with candidate experience, consistency and inclusiveness at its core.

After consulting with over 100 visionaries, subject matter experts and current incumbents, we collaborated to develop a framework that would identify future-proof talent through:

- A Match-Me Assessment that determined if a candidate's natural behaviours lent themselves to a career within the organisation.
- A Situational Judgement Test (SJT) that provided a realistic preview of the role by offering insights into their company culture through first-person storytelling.
- A Game Based Assessment that measured characteristics including cognition, aptitude and preference in a highly engaging way.
- A Video Assessment that included real-life scenario based questions and presented technical case studies relevant to particular roles.
- Paperless Assessment Centres that enabled candidates to complete exercises on digital devices, with 'defamiliarisation' elements to accurately identify potential.
- Automated Personalised Feedback that provided instant responses to candidates based on their answers and delivered insight without the need for recruiter intervention.

Business engagement was enhanced by enabling their in-house recruitment team to take 95% ownership of hiring decisions for early talent. Confidence and trust in the process was built during a pre-launch showcase where senior business and HR professionals could learn, try and test the process themselves!



Get in touch

## Results

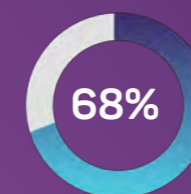
We believe that the volume recruitment solution that we helped create is the most disruptive, immersive and effective assessment process in the early talent space to date.

The organisation's new recruitment programme features the latest emerging technology – artificial intelligence (AI), machine learning, automation, data insights and predictions – to effectively identify future-proof potential. By using scientifically proven tools to make decisions, we also removed senior interviews that are prone to bias.

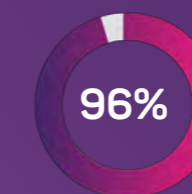
Our immersive technology was seamlessly integrated into a candidate experience that:

- Provided a valid, on-demand application process
- Ensured applicants were engaged throughout the process
- Matched candidates through intelligent data capture
- Gave a realistic preview of the role and company culture
- Introduced authentic assessments for a variety of roles
- Offered instant feedback to ease assessment anxiety
- Added a human touch to the process during final assessment days
- Created a level playing field that focused on behaviours and potential
- Measured Key Performance Indicators (KPIs) at every stage
- Did not identify any adverse impact at any stage based on the 80/20 rule

Transferring decision-making to recruitment specialists increased the objectivity of assessments, ensuring all candidates were treated equally – while saving thousands of chargeable business hours.



68%  
Increase in applications compared to the previous season



96%  
Of candidates agreed the experience boosted their view of the employer

400%  
Reduction in time to hire – less than 6 weeks vs. market average of 11 weeks

5,000+  
Chargeable business hours saved by passing control to recruitment team

15-20%  
Reduction in withdrawal during the early stages of assessment

## Client quote

"Our new selection process is absolutely critical in helping us identify talent that really brings our future workforce to life. Having a recruitment process that reflects the way we work with technology, people, insight and how that comes together is essential."

Chief People Officer, Professional Services Firm



Best Assessment & Selection Process



Outstanding Employer & Recruitment Partnership