

## The Challenge



BNP Paribas Real Estate partnered with Saville Assessment to transform their graduate recruitment process at a time when they were anticipating an increase in the number of candidates applying for the Commercial stream following a merger.

### The new way of assessing applicants needed to:

have a strong focus on **candidate experience** to remain competitive in the graduate market

be **efficient** and scalable to avoid spending countless hours manually screening CVs

promote **diversity** and not adversely impact any candidates

be as **cost efficient** as possible

be **fair** and **objective**

## The Solution

We designed an assessment solution, which included implementation of our **Swift Analysis Aptitude test** and **Work Strengths behavioral questionnaire**.



## The process involved:

**1 Focus groups** with current graduates and stakeholders to really understand the critical behaviors required for the Commercial graduate role.



**2 New technology implementation** of our 'Role Fit app', which uses a smart algorithm to calculate a job fit score based on a candidate's questionnaire completion.

## Benefits to Organization



To demonstrate our success with helping BNP Paribas Real Estate meet their talent acquisition objectives and strategic priorities, we measured effectiveness against each area of our **ROI model**.

**DIVERSITY & INCLUSION**  
 No adverse impact found for Gender and Ethnicity for each of the online assessments.  
 Higher proportion of female candidates at the Assessment Center stage compared to previous cohort.

**QUALITY**  
 Highly robust and predictive screening assessments ensured an increased quality of candidates were going through to the video interview stage.

**ENGAGEMENT**  
 Stakeholders, Hiring Managers and current graduates were engaged in the focus group session.  
 High completion rates of the online assessments indicated elevated levels of candidate engagement.  
 The first stage, which was the aptitude test, had a 92% completion rate.  
 The next stage, the behavioral questionnaire, saw a 98% completion rate.  
 All candidates, both successful and unsuccessful, received meaningful feedback reports for the online assessments.

**EFFICIENCY**  
 Approximately 150 hours were saved by removing the manual CV sifting and moving to online assessments, equating to a month's work.

**COST**  
 The equivalent of a month's salary was saved introducing online assessments and avoiding manual CV sifting.