

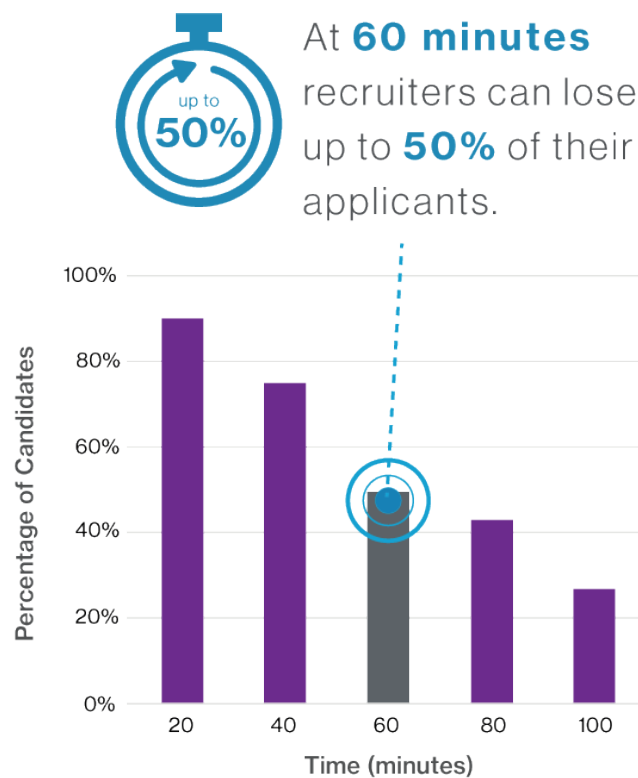
Your Time Starts Now...

For recruiters, it has long been a balance between making assessments lengthy enough to be reliable and gather relevant data about a candidate, yet concise enough to maintain candidate engagement levels.

So, what is the maximum time applicants are prepared to invest in the recruitment process? Results from our recent survey [‘Are you switching on or switching off your applicants?’](#) (which asked more than 1,000 applicants about their recent experiences) suggests that at 60 minutes recruiters can lose up to 50% of their applicants.

84% OF APPLICANTS ALSO FELT THAT IT WAS IMPORTANT THAT THE ONLINE SCREENING PROCESS WAS QUICK TO COMPLETE.

Our data suggests that having short online assessments with completion times of under 30 minutes can have a 55% increase on the net effect of encouraging an applicant to apply.



Time is Money

The popular perception of the digital generation is that they expect things to be more immediate than their predecessors. Applicants are increasingly demanding clarity upfront about how long things will take. Many applicants will apply to numerous organizations simultaneously and the time it takes to complete each process has a considerable impact on whether the applicant will switch off or not.

Candidates dropping out results in wasted cost, additional time, as well as the increased likelihood of losing the best applicants, potentially to competitors. Drop outs are also more likely to be negative about both the process and your organization, e.g. “It was boring”, “It took far too long”.



Two Thirds of applicants rated having an online process which is quick to complete as important to them.

More Haste, Less Speed

It's worth remembering that the speed and efficiency of the application and screening process is not just for the candidate's benefit; a convoluted process can also eat away at resources. Many organizations are looking to AI (Artificial Intelligence) to streamline the early stages of the process and improve efficiencies.

Amazon were recently in the news when it was revealed that its automated system used to screen internal CVs consistently downgraded female candidates. Such AI systems learn to make decisions based on historical data, therefore potentially perpetuating existing biases. According to sources, Amazon's program penalized applicants who attended all-women's colleges or whose CVs contained the word 'women's'.

In an attempt to speed up the hiring process, Amazon compromised fairness and validity, and simultaneously created bad PR for itself. It is important that the assessment procedure correctly identifies the right people for the right roles. Saville Assessment has been at the forefront of the use of intelligent computer mechanisms in assessment, developing tools powered by large predictive data sets that optimize precise prediction with a hierarchy of specialized algorithms. Well-researched and valid assessments that are proven to positively impact efficiency and quality strike the crucial balance.

Time Flies

A global airline recently looked to more efficiently manage its 1 million applications a year spanning an enormous range of roles, departments and teams. Operating with 9 different assessment providers, 16 different psychometric tools across 9 different processes there was an urgent need to streamline the approach to maximize time and resource.

Using the Savile Assessment Wave Model, they were able to create a custom set of reports powered by one model for different hiring managers, for different roles and different processes. This resulted in 3,580 psychologist hours being saved as well as an estimated 2,900 hours of candidate time saved over the last 18 months.

Reflect your Organization's Values

It is important during all the decisions made about the screening process (including length) to think about how it reflects on your organization's value and ethos. This is the first impression potential employees are getting of you.

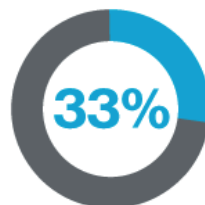
A swift and agile assessment process which is well designed and user friendly can evoke the in-role experience, while a tedious process full of red tape could have the opposite effect.

Consider New Ways of Getting the Data You Need

A multinational technology company were experiencing incompleteness rates of 50%. By replacing a lengthy online application process with a more immersive situational judgment test they transformed ROI metrics:



increase in the proportion of candidates seeing through the process through to offer stage.



reduction in average candidate completion time.



estimated reduction in cost per hire.

We worked closely with the client to provide a realistic job preview of graduate life to applicants, as well as efficiently assess the critical behaviors necessary for the role. This new process also helped reinforce the message as a leading IT brand with a more innovative and technology-driven screening solution.

Saville Assessment offers assessment packages combining aptitude tests, behavioral strengths screeners and situational judgment tests that create an engaging, efficient and effective solution for screening large numbers of applicants.

For a full copy of our 'Are you switching on or switching off your applicants?' survey report and to discuss how we can help align your screening process to what applicants really want, contact us at info@savilleassessment.com.