



Recruit the right people for the right jobs



## CareerHarmony System Helps Manpower Increase Efficiency, Accuracy, and Cost Control of Cross-Border Recruitment for Global IT Company Call Center

Manpower's X-Border Connexions (XBC) is the largest cross-border recruitment group specializing in the recruitment and relocation of employees to nonmanagement positions, largely within IT and customer service functions.

### Challenges

Manpower XBC was selected to staff a multilingual, multinational call center for a global IT company. Manpower needed an online solution to enhance its cross-border recruitment activities and meet the following objectives:

- Use a uniform selection process across the wide variety of European languages and countries
- Increase the effectiveness of advertising campaigns
- Reduce the time taken to recruit
- Decrease staff turnover and sickness rates within customer locations
- Increase the productivity of the Manpower XBC recruitment team
- Increase the productivity and success of new employees within customer locations by recruiting the right person for the job

## Solution

Manpower XBC implemented the CareerHarmony Assessment Management System (CHAMS) and simultaneously launched a new Web site. The combination provided Manpower XBC with an innovative and highly effective end-to-end online recruitment solution, which included:

### What does Manpower say about the CareerHarmony system?

*"By implementing the CareerHarmony Assessment Management System, we have made considerable savings in time and costs. We are able to supply language speakers to our customers, knowing they have the capability for the job and, more importantly, the personal attributes required to adapt and thrive in a new country and environment.*

*"Added to this are the business advantages we have accrued from the increased efficiency of the process as a whole. We reduced recruitment time by 40%. Overall, the benefits have far exceeded our original expectations."*

**Katie Laugesen,**  
Operations Manager for X-Border

### Monitoring and tracking:

The CHAMS platform's multilingual TalentFinder component, which enabled all aspects of the recruitment process to be monitored and driven in real time.

### Prescreening:

A customized prescreening session using the CHAMS TalentScreen solution, which offered the same assessments in 11 different languages. The session contained a scorable questionnaire and a short psychometric test.

Automated knock-out questions ensure that only those candidates meeting essential criteria such as language capabilities and willingness to relocate, coupled with an aptitude for customer service work, continue to the next assessment stage.

### In-depth assessment:

Two in-depth assessment sessions using the CHAMS TalentAssess solution.

These contained tests for language comprehension, numerical reasoning, systems management, perceptual speed and accuracy, multitasking, and alertness.

Another key assessment was cultural adaptability, which helps ensure that candidates will successfully make the transition to a different country, different job, and different social circle.

## Results and Benefits

Manpower XBC recruited and relocated well over 3,000 people for its client.

Immediate, dramatic improvement in the efficiency and capacity of the recruitment process:

- Prescreening solution: 75% of candidates that would otherwise need to be telephone interviewed are eliminated from the process.
- Assessment solution: only those candidates most likely to succeed called in for face-to-face interviews

A year after implementation of the CareerHarmony system, a study was conducted to assess the improvements made to the Manpower XBC recruitment process. The report showed significant successes against the original key objectives:

- 69% reduction in advertising costs
- 40% reduction in recruitment time
- 35% increase in recruitment productivity

Once the assessment program had been running for a sufficient period, a validation study was carried out to assess the improvements made in the productivity and success of new employees. Again, the results were excellent:

- 9% reduction in the number of candidates who withdrew their application after having been deemed successful
- 60% increase in interview versus placement rate
- Near elimination of employee turnover within the first three months of service
- Applicants with high assessment scores had an 88% chance of achieving above average job performance.

Manpower XBC receives thousands of candidate applications each month by using the CareerHarmony system to enable online applications.

The multilingual CareerHarmony system helped recruit people for the global IT company's call center across the following countries:

- |           |               |               |
|-----------|---------------|---------------|
| ○ Austria | ○ Germany     | ○ Portugal    |
| ○ Belgium | ○ Ireland     | ○ Spain       |
| ○ Denmark | ○ Italy       | ○ Sweden      |
| ○ Finland | ○ Netherlands | ○ Switzerland |
| ○ France  | ○ Norway      | ○ UK          |



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