

CASE STUDY:

EFFECTIVE AND EFFICIENT HIRING AT BAXTER



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Baxter

"Within a short time of implementing Pulsifi's platform, we managed to hire the top 5% of candidates and improve overall efficiency. Pulsifi has been the partner of choice who works closely with us to tailor the solution to our needs while leveraging Predictive Analytics and AI."

PROFILE

Industry	Healthcare
Employees	48,000 (Global)
Headquarters	Deerfield, Illinois

OVERVIEW

Baxter is a multinational healthcare company that focuses on bioscience and medical products. They have been a leader in the industry for more than 85 years.

Their immediate need was to hire for two distinct roles, Account Specialist Trainee and Technical Service Engineer. The roles were part of their early talent pipeline strategy and they expected very high candidate volumes.



CHALLENGES

As part of their early talent pipeline strategy, Baxter aims to identify high potential candidates for their respective roles. In this case, the hiring requirements are complex and very different for the Account Specialist Trainee and Technical Service Engineer roles:

- For the Account Specialist Trainee role, finding the right sales candidate with a flare for selling, a persevering spirit to handle difficult clients and deals that inadvertently fall through, and the ability to close deals with finesse is extremely rare.
- On the other hand, hiring for a technical role such as the Technical Service Engineer has its own set of challenges as well. Not only would technical knowledge be prioritized, candidates also need to possess the right aptitude and attitude to pick up stakeholder management skills.

Adding the complexity of sifting through countless profiles to find such candidates, the hiring challenges really get compounded.

During the pandemic, Baxter was working to transition from a Recruitment Process Outsourcing (RPO) model to an in-house talent acquisition model. However, they had limited talent acquisition resources and needed an efficient mechanism to conduct preliminary screening.

Furthermore, they had existing operational bottlenecks that increased the lead time to find the right candidates. These include:

- Preliminary screening interviews were conducted via telephone calls. This required a lot of time to schedule calls, conduct them, and determine the right candidates to be moved into the next stages of the selection process.
- Candidate resumes were collected on an external platform. Accessing this data for further analysis or follow-ups added time to the process.
- There was no integrated platform to deliver updates to the bulk of the candidates in a timely manner.



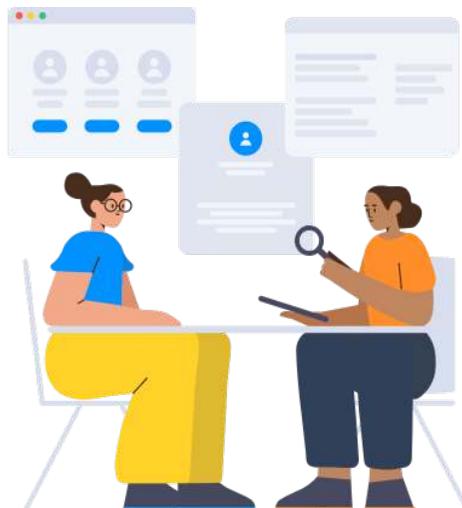
SOLUTION

Partnering Pulsifi and using our People Data Platform, Baxter sought to streamline their hiring process by:

- Using predictive models to holistically assess hard skills and soft traits of each candidate and predict how well he/she would perform in the role. Compared to human assessment, the models would be more objective and consistent across candidates.
- Moving the early stages of the candidate application process entirely online, and having Pulsifi's platform screen each candidate effectively and instantaneously.
- Consolidating each candidate's information into a single view on a single platform for Talent Advisors and Managers to easily understand and review the applications.
- Implementing easy-to-deploy actions to quickly or even automatically update and process large volumes of candidates throughout the selection process (e.g. send bulk emails to inform candidates of advancement to next round, or rejection).

PHASE 1: Defining Requirements

- Pulsifi assessed Baxter's requirements and competency frameworks for each role.
- Pulsifi incorporated these traits into our job-specific predictive models to derive tailored algorithms suited for Baxter's hiring needs.



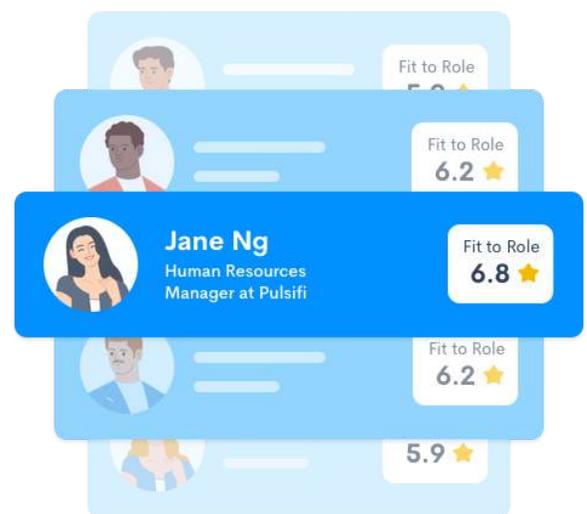
SOLUTION

PHASE 2: Candidate Applications

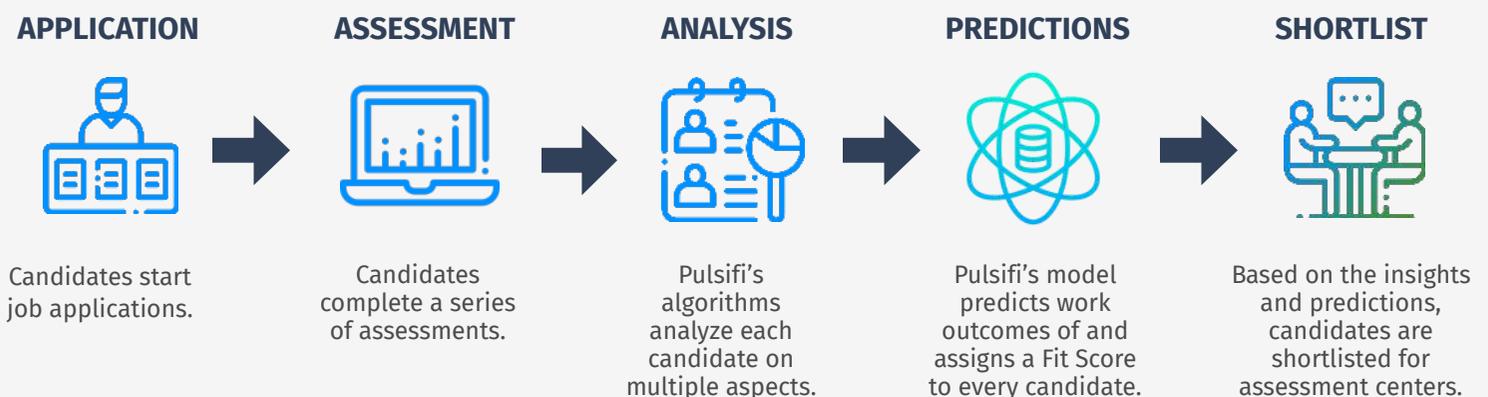
- Candidates were invited to Pulsifi's platform to create an account, provide their resumes, and complete psychometric assessments, cognitive assessments, and a video assessment.
- Candidates were able to view their results immediately after completing each psychometric assessment to help them understand themselves better.

PHASE 3: Candidate Screening

- Pulsifi's platform unifies various data points of each candidate, and runs them through a series of algorithms to immediately generate a single "Fit Score" for each candidate.
- The Fit Score encompasses hard skills, soft traits and other aspects, and is a prediction of how well the candidate fits the role and is likely to perform.



SELECTION PROCESS



OUTCOMES



2/3 of time saved to screen candidates

- Pulsifi helped streamline Baxter’s hiring process. Candidates can provide their resumes and complete various assessments all on one platform.
- Previously, Baxter would spend approximately 30 minutes to screen a candidate via phone interview. Using Pulsifi's platform allowed them to screen through each candidate's profile in 10 minutes or less, saving them two-thirds of the time spent on screening candidates.
- Our platform combines and analyzes various data – such as resumes, assessments, videos, etc. – to provide a comprehensive view of each candidate in real time.
- With the video assessment, recruiters were able to conduct the preliminary screening interviews online, such as assessing candidates’ verbal proficiency, prior to the face-to-face interviews.



Zoomed in on the best candidates

- Recruiters get to focus on a smaller list of candidates with higher Fit Scores, and interview only candidates that have the highest potential to perform well in the respective roles.
- The Fit Score resulted from customizing algorithms based on Baxter’s values, competencies, and job requirements.
- As a result, out of 100+ candidates, 20 were easily shortlisted for the assessment center.



OUTCOMES



Successfully hired the top 5% of candidates

- After the final selection stage, Baxter managed to hire the top 5% of candidates according to Pulsifi's algorithms.
- To date, all hires have successfully completed their first rotation with very positive feedback from their managers.

Interested to learn more about Pulsifi?

Get a product demonstration from us today!
Visit pulsifi.me to request a chat with our consultants.

What to read next?

Check out our other case studies to better understand how Pulsifi can support your talent acquisition and talent management.

