

CASE STUDY



Optimizing hiring for a top Consumer Goods multinational across countries

Company Profile

Headquartered in Europe, our customer is a top multinational consumer goods company focusing on Hygiene, Health and Nutrition products. We shall refer to them as the “MNC” in this case study.

INDUSTRY
Consumer Goods

EMPLOYEES
40,000+

83%
Of top candidates ranked by Pulsifi were hired

67%
Reduction in screening time

8.1/10
Average candidate satisfaction score

Overview

- The MNC launched their regional Future Leaders Program (FLP) in 2020 to recruit and develop leaders for their supply chain function.
- The FLP attracted about 1,000 applicants across 5 countries (Singapore, Malaysia, Indonesia, Thailand, Philippines).
- Pulsifi supported the MNC by defining success profiles and quickly identifying strong candidates for the FLP.
- Our platform and its predictive analytics helped efficiently screen the large pool of candidates and shortlist the best-fit candidates for the program.



Challenges



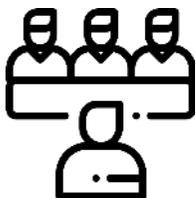
No existing benchmark for candidates

As the MNC had just launched the program, there was a lack of historical data to base successful hiring criteria. They needed a smarter way to evaluate candidates and accurately identify the top candidates for the role.



Stringent screening procedure

Aside from experience and background, qualities such as solid communication and interpersonal skills are also very important to the MNC. With a large volume of candidates flowing in, the MNC wanted to ensure that only high-quality candidates with better fit are moved to subsequent in-person, face-to-face interviews.



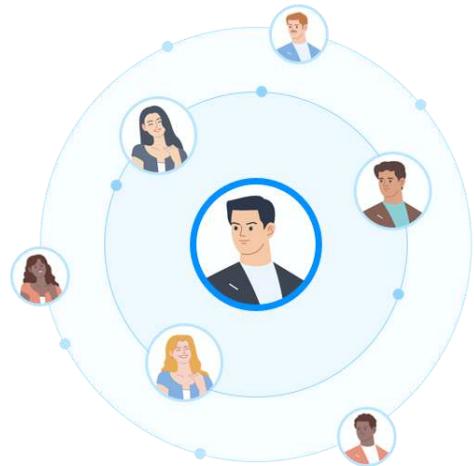
Fragmented hiring process

FLP was accepting applications from candidates across 5 different countries and the applications would be screened by different leaders in the respective countries. This could potentially result in inconsistency in the process, objectivity, and candidate quality.

Goals

With the large incoming pool of applicants for the program, an efficient and effective hiring selection process is crucial to the MNC's continued success.

Their hiring goals for the program are to:



Standardize candidate screening process across countries

The MNC aimed to implement a seamless and standardized data-driven process that their teams across the 5 countries can follow. This would help improve objectivity, consistency and efficiency in the hiring process.

Implement a smart solution to analyze and identify the best-fit candidates

The process to identify the best-fit candidates from a large pool of applicants is like finding a needle in a haystack. In addition to being efficient, the process also needs to be comprehensive by analyzing each candidate holistically from multiple aspects of hard skills and soft traits.

To achieve their goals, the company partnered with Pulsifi to streamline their hiring process across the 5 countries. Our platform leveraged predictive analytics and AI to quickly identify the best-fit candidates for them.



Solution

1

Understanding business needs

Pulsifi understood from the relevant stakeholders in the MNC the expectations for a candidate to succeed in the program and align with the needs of the business.

2

Defining key success traits

Success profiles for thousands of jobs were already available on Pulsifi's platform. Using them as a basis, Pulsifi and the MNC fine tuned the predictive model with the hard skills, soft traits, cognitive abilities and other qualities that are required for the role.

3

Selecting candidates using the Fit Score

Candidates applied to the program on Pulsifi's platform. The platform then assigned a Fit Score to each candidate by cross-referencing each profile to the success profile. The Fit Scores, which were generated automatically and instantaneously, helped the MNC to make screening and shortlisting of candidates very scalable.





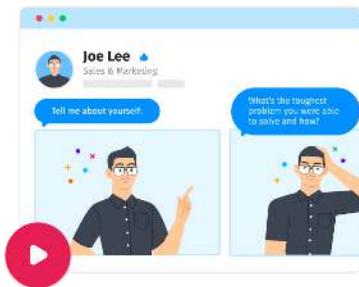
Success Profile

Pulsifi and the MNC define the key traits and qualities that drive success.



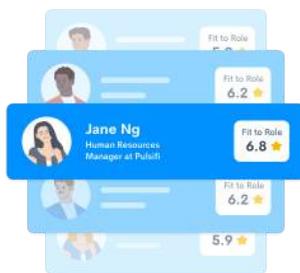
Assessment

Candidates complete assessments on soft traits and cognitive abilities on Pulsifi's platform, together with providing their resume and other application information.



Video Interview

Candidates record responses to preset interview questions, to provide the MNC with more insights on candidates.



Predictions

Pulsifi's platform generates a holistic profile for each candidate based on Pulsifi's predictive analytics and AI. Each candidate is given a Fit Score that predicts likelihood of success in the role.



Final Stretch

The MNC reviews the holistic profiles of candidates with better Fit Scores, and shortlists them for assessment centers and interviews.



Outcomes

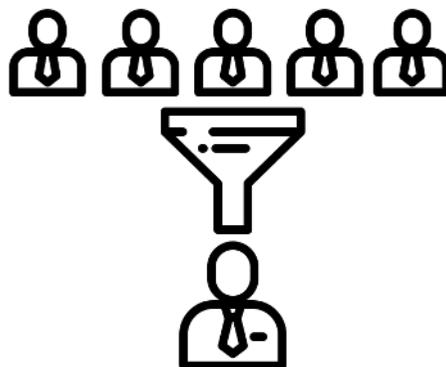
As a direct result of using Pulsifi's People Data Platform, the MNC was able to achieve these outcomes:

83% of top candidates ranked by Pulsifi were hired

- The MNC could rank candidates easily using Pulsifi's Fit Scores.
- The Fit Scores, supported by the holistic candidate profiles, were very effective in recommending the top candidates to the MNC.
- Most of these top candidates did well at the assessment centres and interviews, and 83% of them were hired by the MNC.

67% reduction in screening time

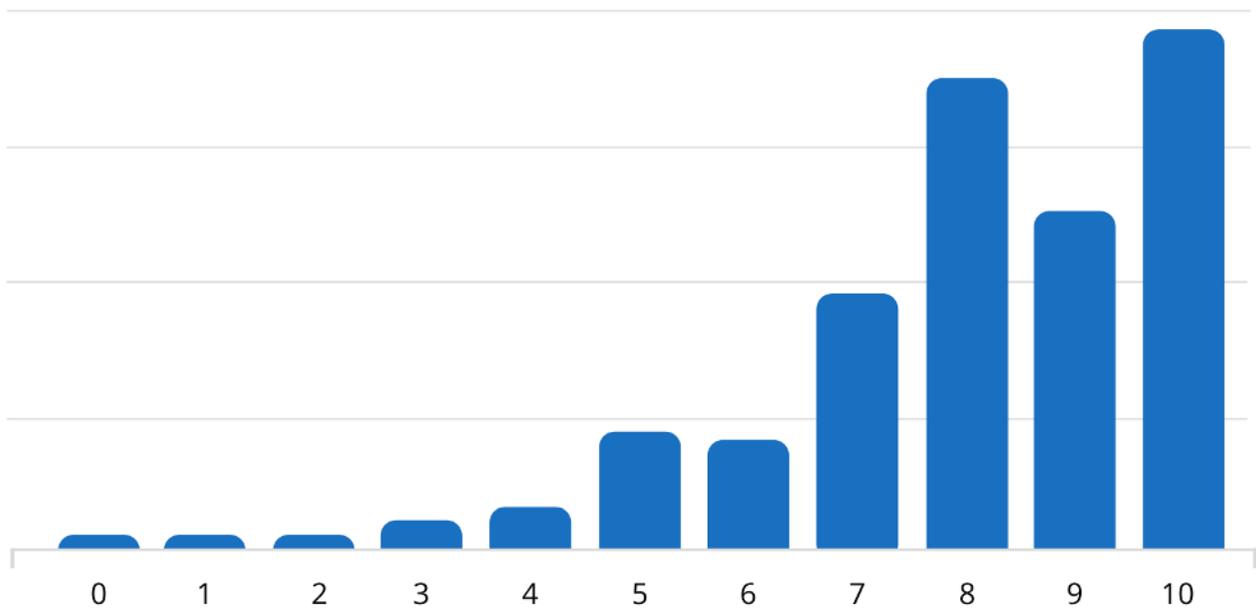
- About 1,000 candidates were screened using a standard, aligned process across talent acquisition teams in all 5 countries.
- Video interviews also helped to reduce the need for multiple in-person meetings.
- Candidate screening time was reduced from 60 minutes to 20 minutes for every 5 candidates.



8.1/10 average candidate satisfaction score

- The MNC's overall candidate experience improved with Pulsifi.
- A seamless application process and gamified assessments created a very positive candidate experience.
- Candidates who responded to our user survey gave satisfaction scores that averaged 8.1/10.

Distribution of Candidate Satisfaction Scores



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.

