

Engaging applicants and showcasing technology at Vodafone

The challenge

- ➔ To attract technologically and digitally savvy applicants for sales roles at Vodafone stores
- ➔ To establish reverse mentoring of less digitally aware managers

To attract and assess the digitally savvy who deliver great customer experience, increase sales revenue and promote digital competence.

The solution

Targeted, re-designed attraction and selection process

- ➔ Focused career webpages
- ➔ Gamified attraction tool for potential applicants
- ➔ 'Killer questions' to rule out those not meeting the base requirements
- ➔ Online assessments
- ➔ Real-time analytics dashboards
- ➔ Creation of the 'Digital Ninja'



The outcome

30%
reduction in
time-to-hire

nearly
50%
continued
with the game
until the highest level

applications
received
from over
90%
of those who played
the game

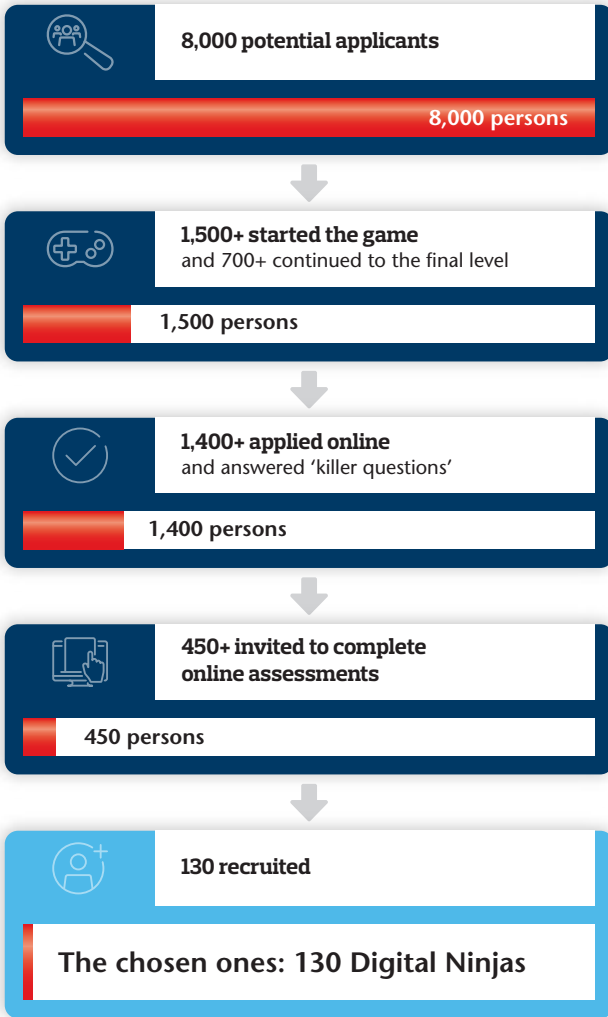
nearly
18%
invited
to online
assessment

application
time reduced
to under
3
minutes

200
Digital Ninjas
now in place across
Vodafone Spain

The detail

Seven week campaign to attract, assess and hire Digital Ninjas

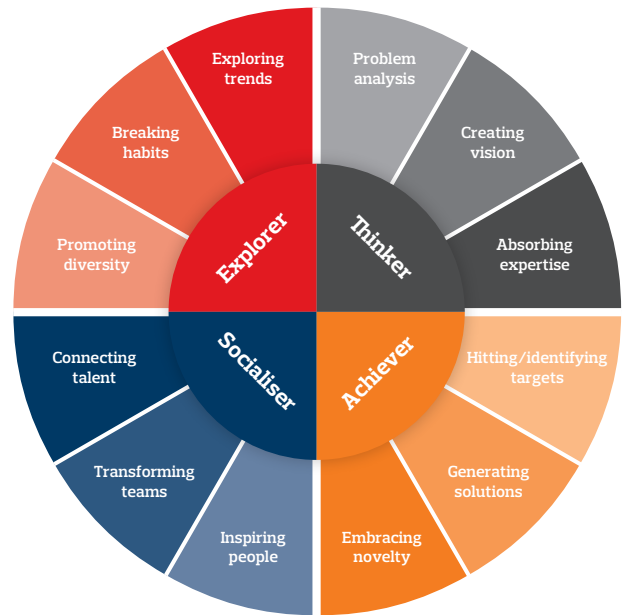


Digital Ninjas as reverse mentors

Digital Ninjas mentor senior leaders to help them understand how customers and their needs are changing.

Digital competency profile

Online assessment identifies potential Digital Ninjas focussing on digital competencies.



"We chose to work with cut-e because of its strength in objective assessment, as well as its innovation with, and use of, technology. But we also wanted a partner who would support and guide us as we designed our new process. Using the game early in the application process gave us employer differentiation; we stood out from other recruitment processes and demonstrated how we deploy technology. We now better engage with our applicants – and there is a more uniform, transparent approach which candidates welcome."

Rebeca Navarro, Head of Talent, Training & Diversity, Vodafone Spain

Read the full story at:
www.cut-e.com/case-study-vodafone



About cut-e: Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.

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