

CASE STUDY

**RECRUITING THE RIGHT PEOPLE
WITH THE HELP OF PSYCHOMETRICS**



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CASE STUDY: ABT GLOBAL IMPROVING THE RECRUITMENT PROCESS

RECRUITING THE RIGHT PEOPLE

Recruitment at its most basic level is based on sourcing talented individuals that can seamlessly fit into a clients company and have the talent, skills and experience to succeed there. The best recruitment consultants know that a candidate is more than just the skills, education and experience presented on a CV. In addition, being successful in interviews does not guarantee success in a work environment.

Our success in placing candidates has been achieved by researching our candidates beyond their CV and interview technique and understanding their personality and behavioural traits. Once we have a 360° understanding of a candidate we can confidently match them to a like minded client.

At Prospects4Corporate Travel (*P4CT*) we complement our market knowledge and recruitment experience with the use of psychometric testing and assessment. Over the last two years, we have successfully introduced psychometric testing with traditional recruitment processes. Psychometric assessment provides us with detailed information on candidates behaviour, personality, general intelligence, aptitude and enables our clients to hire with confidence.



ABT began as a small business focused on tourism, but since then has successfully evolved and grown to become a dominant player in corporate travel management solutions.

ABT's success has been based on recruiting and retaining talented individuals who benefit from a strong team ethos.

With offices located in the USA, Europe, Asia, Latin America and the Middle East, ABT maintains a talented and experienced network of staff that are highly skilled in the travel industry and specifically understand the needs of corporate travellers.

www.abt-global.com

PSYCHOMETRIC TESTING AND ASSESSMENT

The word psychometric basically refers to the measurement of the mind. Unlike facets such as education, skills, experience, appearance and punctuality, the behavioural traits and personality of a candidate are difficult to assess in an interview situation.

At P4CT we believe psychometric testing can provide a better overall evaluation of a candidate, understanding their strengths, weaknesses and working style.

THE BENEFITS

- Enables us to match the right candidate to a job profile using personality and performance profiling, alongside education, skills and experience
- Provides applicants with weaker interview skills the chance to prove they could be valuable to the company in the role. In reverse It prevents the hiring of weak candidates who may possess excellent interview skills
- Completion of the GIA test (*general intelligence aptitude*) assesses a candidates fluid intelligence, their ability to reason quickly and make decisions efficiently
- Completing the PPA test (*behavioural assessment*) provides information on a candidates behaviour, their strengths, character limitations, communication style, value to the business and what motivates them.
- Clients that recruit using psychometric testing and assessment have been proven to benefit from reduced annual recruitment fees driven by higher staff retention.

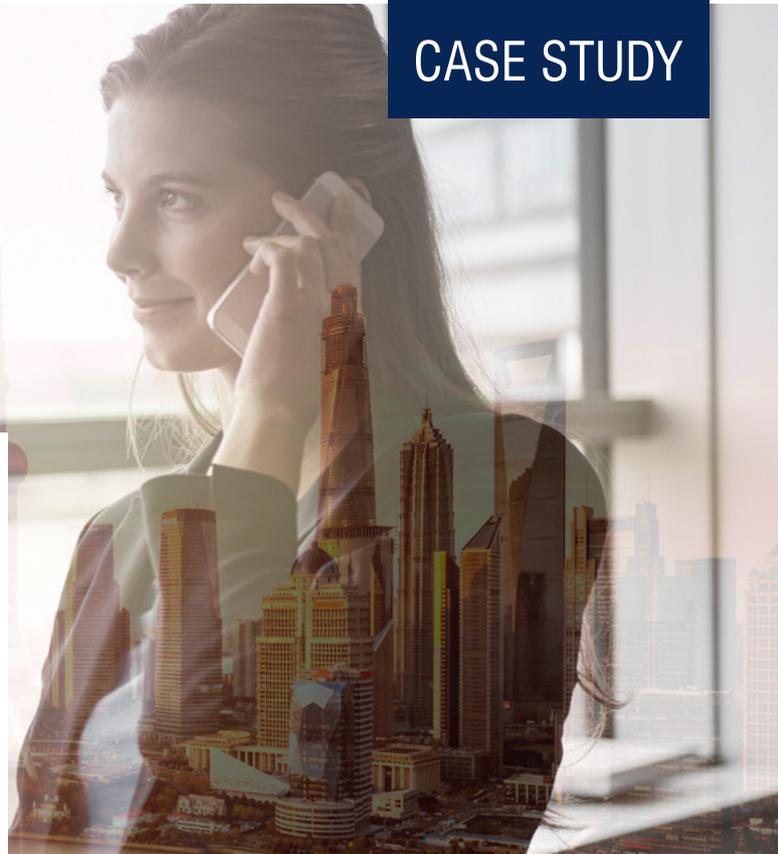


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“The challenges of recruiting the right staff for your business is time consuming and expensive. We are constantly looking at ways to improve our decision making whilst reducing recruitment fees”

Cilla Goldberger – MD ABT UK



ABT'S TRADITIONAL RECRUITMENT PROCESS

Before our involvement with ABT they were already reasonably successful in recruiting staff through the traditional process of using a number of agencies to provide a raft of CV's. They would then sift through this stack of CV's, before interviewing a selection of candidates that jumped out at them. Following a standard interview process they would select an individual based on skills, education, experience, appearance, personality and how they personally felt towards that candidate.

ISSUES ABT FOUND WITH THEIR TRADITIONAL RECRUITMENT PROCESS:

- The challenge when hiring for a small team is that personality is equally important as skill set and experience. Sometimes a candidates personality can be distorted by the interview process
- The current market provides a challenge to find skilled candidates, making finding the right talent crucial to a businesses success
- Candidates could appear strong in the interview stage, then fail to match that success in the work environment
- Key behavioural traits such as relationship building, sociability, punctuality, attention to detail, etc. can not be assessed in standard one-off interviews
- Information supplied on a CV can be manipulated, exaggerated and distorted to the detriment of the client

CHALLENGING ABT'S TO BE MORE SELECTIVE WITH CANDIDATES

During our very first introduction with ABT we challenged their preconceptions of how successful they were at staff recruitment and suggested potential improvement. We made a promise, that if they partnered with us, we would only present them with a select few candidates who could be successful within the role and company. Quality over quantity reduces time spent wasted on interviewing and researching the wrong people. We also presented case studies to support our integrated recruitment process where we use psychometric assessment to gain a greater understanding of our candidates. At P4CT we have always trusted in assessments to enable clients to confidently make recruitment decisions.

P4CT PARTNERSHIP WITH ABT

Our immediate rapport with ABT gave them the confidence to let us exclusively recruit for their vacant Business Travel Consultant position.

In partnership with Thomas International we established the key personality characteristics that we thought were essential for this role. From a decade of recruiting experience we immediately understood that the most successful Business Travel Consultants process a strong attention to detail, are consistently meticulous, dependable and calm. It was also invaluable that they have solid compliance skills to allow them to cope with the numerous procedures and policies that are integral to the role. Good communication skills would be vital to the position as customers need to be contacted directly, both on the phone and via email.



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“These are valuable tools that provide useful information that one cannot determine from a standard interview process”

Cilla Goldberger – MD ABT UK

Once the profile of the role was established and approved by Cilla Godberger, UK Managing Director, we invited one of her current successful Business Travel consultants to undertake the PPA psychometric assessment. The results would allow us to be confident that we had bench marked the test correctly for a Travel Consultant position in terms of personality and behaviour.

The results of the psychometric analysis of her current employee provided a high level of accuracy in relation to their strengths, weaknesses and personality traits. More importantly it supported our initial profile of the type of candidate that would be successful in their business.

Based on the approved candidate profile we actively sourced three skilled and experienced candidates for the position. We advised ABT that after completing first round interviews they should select only their preferred candidates to complete psychometric assessments before conducting second round interviews. This would keep costs low and complement ABT’s long term business strategy to reduce overall recruitment costs.

All three candidates appealed to ABT, but one candidate shone out with a confident personality and impressive core experience. This individual exceeded every criteria on our candidate profile, but had one major weakness in that she had been out of the travel industry for over five years. We are all aware that the travel industry is constantly evolving through technology and this left our client with serious reservations about this candidate. She remained their preferred candidate but we needed to supply evidence she could adapt and learn the required new reservation systems quickly and effectively.

We asked the preferred candidate to complete the PPA and GIA assessments before attending their second interview.

RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

The results of the PPA assessment were presented in a detailed report providing analysis of the candidate’s workplace behaviour. The report highlighted the candidates character and behavioural strengths and weaknesses. The report also suggested how to manage the second round of interview questions to gain a greater understanding of how the individual would react to various workplace situations.

The GIA report detailed the candidate’s aptitude, intelligence and ability across 5 different tests: reasoning, perceptual speed, number speed and accuracy, word meaning and spatial visualization. These different assessments illustrate a mental competency and our candidate would need to show consistently high results to be successful within the ABT role.

The candidates results matched both our candidate profile and our own intuition about her. Their performance in the mental assessments allowed our client to recruit their preferred candidate with confidence.

In conclusion, ABT will continue to use the PPA and GIA assessments as an integral part of their recruitment process. ABT has seen the benefit from the accuracy and consistency the assessments supply. The results provided the ideal data for them to use when going through the process of bench marking. The results not only allowed ABT to view how the candidates compare to one another but also indicate how the candidates compare to ABT’s expectations. The tests have provided ABT with the ability to recruit the right employee who had the best fit for their travel business.

From the beginning of our partnership ABT has benefit from recruiting quality candidates who are engaged with and passionate about their business. Increasing staff retention and employee engagement has allowed the business to continue you to grow and succeed.



CONTACT US

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**THE EXPERTS IN
CORPORATE TRAVEL RECRUITMENT**