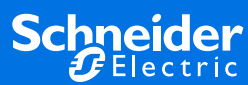


Business Case



DESIGNING SEAMLESS DIGITAL CANDIDATE EXPERIENCES

the key talent

KEY CHALLENGES

Schneider Electric has gone one step further in the search for STEM talent by transforming its assessment and attraction processes to differentiate itself in an environment where the fight for candidates is fierce.

No business function has been able to escape the pending digital transformation that the pandemic has accelerated. **For Schneider Electric the goal was** undoubtedly the challenge of sharing the impact that their organization has in our day to day as citizens and unknowing buyers of their products via a recruitment process. **Transmitting their employer brand faithfully in a 100% remote recruitment process required a new mindset and agile** tools that could complement the current technological landscape.

This transformation begins with **three clear objectives** in mind:

1. Continue to capture engineering apprentices and graduate top talent, focusing on the top 10% (organizational fit instead of volume).
2. Create a process to help filter objectively and swiftly through a volume of over 2,000 applications, always aligning with the company's diversity policies.
3. Generate an unforgettable experience for candidates through a group dynamic in an Escape Room format, adapted to the employer brand and their culture.

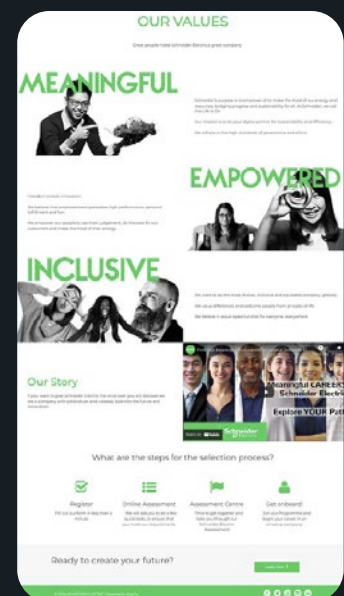
STREAMLINING TRADITIONAL SELECTION PROCESSES

Designing a digital candidate experience and digitising a recruitment process is a challenge. There are no perfect processes, but there are processes that streamline and help us stay one step ahead.

Like many of our partners, **Schneider Electric** already has an ATS, a platform that manages many of its processes at the macro and administrative level. In this case, the key was to focus campaign efforts on **agile solutions that could fit into this infrastructure and complement their current IT set up:**

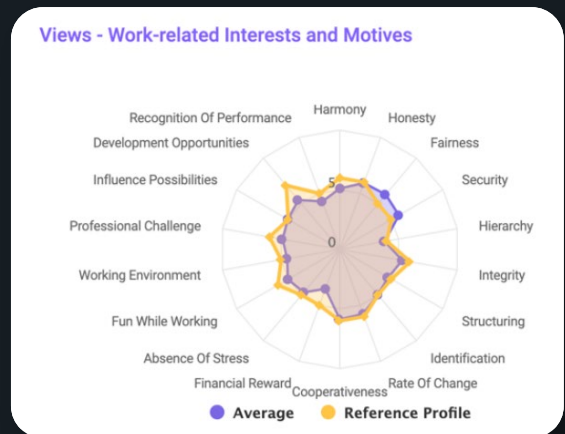
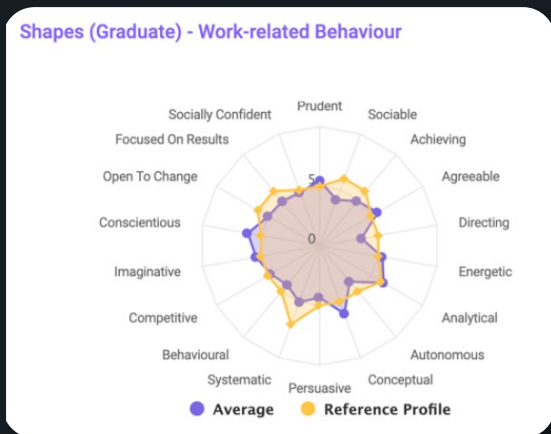
1 As a **first step**, campaigns were run on social media and university forums with an ad hoc & standard landing page (job description). In Schneider Electric's case, the aim was to manage volume rather than generate it, a clear and succinct landing page was sufficient, they opted away from a complex landing page to avoid over saturation of applications.

2 **The second step** was to screen candidates through a battery of agile and mobile friendly tests that measure personality, attention and memory as well as deductive reasoning, all matched up to an "ideal candidate profile" for each job. **The initial 3x steps** of the funnel were completely automated to allow the recruitment team to deal with the volume. The candidates were then interviewed.



STREAMLINING TRADITIONAL SELECTION PROCESSES

- ■ The differential element of the process which enabled Schneider to differentiate their employer brand was the **Group Dynamic phase of the project**. Together with The Key Talent Labs team, a fully adapted and customized Escape Room was created.
- ■ Each level of the Escape Room, showcased an element of “life at Schneider”, utilizing office space, culture, in-house jokes and company settings (such as real life events) to transport candidates into a dynamic and collaborative space.



THE VALUE GENERATED: ENHANCED VIRTUAL EXPERIENCES

This project stands out mainly for having generated a more digital candidate experience without losing the essence of face-to-face processes. For Schneider, it also entailed the digitisation and automation of each of the project's phases, this allowed a compact HR team to achieve otherwise impossible KPIs.

What improvements were made to achieve this optimal experience?

- The company managed to **screen an average of 2,000 candidates**, identifying the top 20 in a total process of 4 hours. This screening was done on the basis of both competencies and planning ability.
- The project involved **more than 10 different nationalities**, being a **multi-language** process that ended up being **exported to more than three countries**.
- As a consequence and thanks to the efforts made, a very important value was generated for the company, which resulted in an **NPS score of 9 points**.

