



better work, better life

## How Adecco took recruitment into the 22<sup>nd</sup> century

**Adecco - is the world's leading provider of HR solutions and the fifth biggest employer in the world. With close to 33,000 FTE employees and over 5,500 branches, in over 60 countries and territories around the world, Adecco offers a wide variety of services, connecting close to 700,000 associates with over 100,000 clients every day.**

### The challenge:

How to select and retain candidates becomes crucial for keeping the limelight as the leading provider in HR. Adecco needed a dynamic system that could assess large quantities of candidates and match personality and potential to multiple job-positions, thereby retaining the candidates in the system. Each candidate had to be assessed only once but possible for several recruitments. If a candidate was turned down today, he or she might still be the best fit tomorrow.

### The solution:

Adecco turned to ZeroLime and Assessio for support in how to select and retain at the same time. A highly innovative system was created where each applying candidate was given the opportunity to answer an organizational test measuring integrity, service mindedness or a combination of the most crucial aspects of personality together with a capacity-test. After the test the candidate was invited to a structured video-interview through smartphone, tablet or webcam. Each candidate's profile was then automatically uploaded to the recruiter's account. The recruiter could then select enough candidates for final face-to-face interview based solely on personality and potential. Each candidate's profile that was not selected for hiring was saved to be used in up-coming recruitments.

### The results:

- Increase in number of applicants in Sweden with 85% since the system was implemented in December 2012 adding another 247,000 unique candidates – *making recruitment possible for a bigger pool of applicants*
- Instead of creating new recruitments for every unique position 33% of the recruitments comes from saved candidate-profiles – *increasing each candidate's possibility for hiring*
- A guarantee to be assessed no matter how long or short your résumé might be – *giving each candidate a fair chance*
- Making the recruiter able to handle several processes at the same time – *increasing efficiency and reducing recruitment costs*



ASSESSIO

#### Contact us:

Mats Wernheim CEO - ZeroLime  
Anders Knutsson COO - Assessio

+46702825890  
+46734120912

mats.wernheim@zerolime.se  
anders.knutsson@assessio.se

www.zerolime.se  
www.assessio.se