Decoding campus outreach

Mercer | Mettl's 4,000+ coding assessments helped Celebal Technologies level up its tech talent acquisition with a robust campus recruitment process.

About Celebal Technologies

Celebal Technologies is a leading software services company in data science, big data and enterprise cloud. Powered by robotics, Artificial Intelligence (AI), and machine learning algorithms, the company's solutions have helped global enterprises maximize speed, productivity and process accuracy.

Headquartered in the state of Rajasthan, India, the company has a robust team of industry experts specializing in standard technologies and niche emerging areas such as blockchain, chatbot, analytics and visualization, and advanced API management.

Celebal Technologies has won several awards consecutively, including the 2022 Microsoft India Partner of the Year.

Business challenges

Celebal Technologies sought a sustainable solution to keep up with evolving campus recruitment modes. The company also wanted to speed up the time-to-hire while boosting quality decision-making. In addition, moving up from the 50-60 offline recruits to a larger talent pool across multiple campuses was essential.

The primary challenges were to:

- Simplify the entire technical hiring process.

- Evaluate the candidate's coding skills on various parameters.

- Assess candidates' preparedness to take on challenges by evaluating them on project-based, real-world tasks using various tools.

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Therefore, finding the right partner to fulfill the following requirements was crucial.

Efficient remote hiring

Like enterprises worldwide, Celebal Technologies, too, was in the middle of a pandemic in 2020, marked by frequent lockdowns. Therefore, it commenced its digital journey while operating remotely and sought a suitable technology platform to scale its recruitment and development initiatives.

Robust assessments and simulators

Celebal Technologies wanted to hire and build winning teams for various technical roles. Therefore, it wanted to employ dynamic, secure and scalable coding assessments and simulators to comprehensively assess and evaluate candidates on knowledge, skills and roles. It wanted to reduce the hiring time and scale technical hiring efforts. Additionally, the solution needed to be location-agnostic, supporting all major technologies and tech profiles.

Proctoring solutions with anti-cheating features

The client also needed a platform with proctoring solutions and state-of-the-art anti-cheating features to save time and negate dishonesty or misconduct during candidate assessment.

The alliance between Celebal Technologies and Mercer | Mettl

Mercer | Mettl's association with the client's campus hiring team stemmed from its ongoing proctoring collaboration, which focused on the company's existing assessment methods. Moreover, Mercer | Mettl customized its solutions to address the company's specific concerns and challenges seamlessly. Therefore, Celebal Technologies trusted Mercer | Mettl's expertise and suites comprising state-of-the-art tools for virtual interviews, simulators, online domain tests and innovative quality hiring methods.

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The solutions

Mercer | Mettl's host of solutions effectively met the client's requirements. As a result, the recruitment team could overcome the critical challenges of conducting mass assessments for technical roles. The solutions ensured:

Holistic evaluation of tech skills using the domain test library

Mercer | Mettl created a complete package of domain skills assessments for Celebal Technologies to measure vital coding competencies and domain knowledge. It enabled recruiters, tech leads, and the campus hiring team to shortlist candidates who were the ideal fit for the organization. Furthermore, Mercer | Mettl's libraries allowed room for custom test creation.

- The coding assessment platform offered an extensive programming test library, with 100,000+ technical questions for 300+ skills.

- A user-friendly and well-defined test setting helped the hiring managers instantaneously set up the applicants' exams using multiple question types.

- Whether novices or experts, the variety and complexity of questions, and the coverage of topics and skills, helped Celebal Technologies gauge the candidates' technical expertise and comprehensive fit for the role.

- Transparency negated any negative impact during the shortlisting round.

The candidates that met Celebal Technologies' essential coding criteria proceeded to the second round, using Mercer | Mettl I/O.

Role-based simulators to identify real-world, hands-on and project-based tasks

The client also benefited from Mercer | Mettl's extensive simulators that allowed skills testing in real-world scenarios and industry settings. Powered by airtight AI proctoring technology, Mercer | Mettl I/O cumulatively helped the client shortlist candidates based on accurate, factual and analytical data.

A fully configurable and customizable environment:

With best-in-class IDEs and tools, Mercer | Mettl I/O enabled the team at Celebal Technologies to access a comprehensive coding environment to evaluate developers, QA engineers and several other such roles.

Insight into real-life coding skills:

Using Mercer | Mettl I/O's integrated development environment, Celebal Technologies allowed the candidates to solve a customized coding problem in their preferred programming language.

- Celebal Technologies gained a well-rounded overview of their hands-on experience and the agility to run complex projects or traditional codes.

- As opposed to assessing the coders' quality of code and modus operandi, Celebal Technologies assessed them on several parameters such as code quality, efficiency, correctness and scalability, etc.

- A plagiarism checker feature detected the probability of the candidates using partially similar or copied codes from the internet for better decision-making.

- An added code inspection and analysis layer using SonarQube enabled Celebal Technologies to inspect the quality of the written code – it performed automatic reviews with static analysis of code to detect bugs, code smells and security vulnerabilities.

AI proctoring to ensure integrity

Mercer | Mettl employed a dynamic set of proctoring features to maintain the hiring quality. With the ability to detect up to 18 dynamic digressions with over 95% accuracy, the intelligent algorithm lent much fairness and feasibility to the invigilation process.

It also flagged various suspicious cases, such as the non-visibility of face/presence, detection of mobile phones, presence of an additional person, distracted eye movements, and much more, to eliminate the most glaring vulnerabilities during the examination process.

Amplified talent outreach

Mercer | Mettl enabled the client to expand its talent outreach to 780 students and 60+ college campuses. The upgraded recruitment processes powered by Mercer | Mettl's online platforms further helped Celebal Technologies to approach more candidates from its offices pan India.

Automated recruitment processes

Eighty percent of the candidates who qualified for technical interviews were shortlisted via Mercer | Mettl's initial screening. The client's campus hiring drive was augmented with custom filters that ensured only the best talent got through to the next round of evaluations.
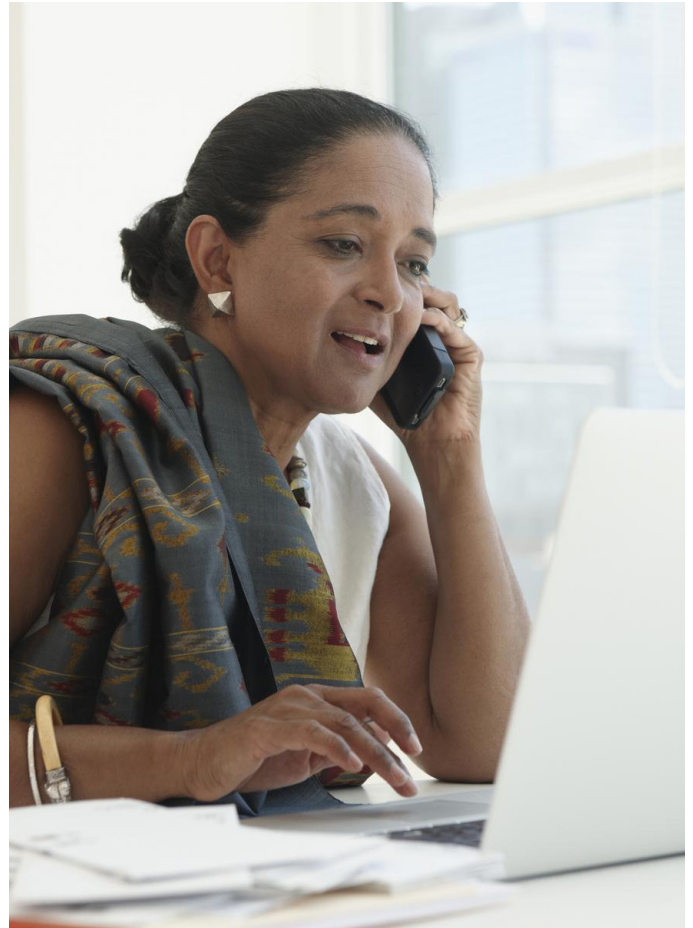
In-depth, actionable reports for HR decisions

Mercer | Mettl's assessment tools helped the client identify the candidates' strengths and development areas. More importantly, the assessment reports offered a detailed overview to help the learning and development (L&D) teams formulate sustainable growth paths for potential and fresh recruits. The reports were uploaded on user-friendly dashboards with test analytics covering every section included in the assessment methods.

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Impact

Mercer | Mettl's suite of dynamic solutions significantly improved Celebal Technologies' campus recruitment processes. The platforms' insightful features helped build a strategy that ensured holistic evaluation of the candidates' domain skills and relevant competencies throughout the hiring stages.

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Here are a few highlights:

- Mercer | Mettl helped the client roll out 3000-4000 assessments a year to hire quality coders.

- Use of new-age programming languages, frameworks, technologies and skills requirements provided a comprehensive summary of candidates' coding knowledge, thereby ensuring quality hiring.

- 780+ students assessed and hired from across 60+ campuses using blended assessments such as coding simulators+MCQ's.

- Thus far, Mercer | Mettl has helped the company conduct over 4000 technical assessments using AI proctoring for campus recruitment, and the numbers would grow with every new hire.

- The process helped fill up multiple critical open positions quickly and efficiently.

- 99% success rate in hiring quality candidates basis holistic and extensive assessment reports.

The impact of these assessments and how they have transformed campus hiring for the company promise a lasting structure to its candidate selection criteria.

The way forward

Given the immense value added by Mercer | Mettl's platforms to the client's campus hiring process, the management plans to continue with these evaluations in future recruitment drives.

Mercer | Mettl's solutions have helped us identify the right talent at scale. The test library, dashboard, and reports gave us a granular view of each candidate before making any critical decision. Furthermore, the comprehensive insights made available have also improved our learning and development practices.

Sharthak Acharjee

Head Campus Recruiter,
Talent Engagement and Growth Consultant HR,
Celebal Technologies

About us

At Mercer | Mettl, our mission is to enable organizations to make better people decisions across two key areas: acquisition and development. Since our inception in 2010, we have partnered with more than 4,000 corporates, 31 sector skills councils/government departments and 15+ educational institutions across more than 90 countries.

✉ mettlcontact@mercer.com

🌐 www.mettl.com

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