

CAMPUS HIRING 2020: CHALLENGES, TRENDS AND BEST PRACTICES

Discover How Technology Can Be A Game-Changer for
Modern-Age Campus Recruiters



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PREFACE

In a bid to stay ahead of the curve and meet the rising demand for entry-level talent sourced from campus hiring drives, organizations are reaching out to colleges well in advance to stay ahead in the competition for hiring graduates from top campuses.

For most businesses, **campus hiring is an integral part of the recruitment process**. Campus recruitment lends organizations access to a large talent pool with diverse skill sets, interests, and expertise. Companies invest substantial time and resources into their campus hiring programs each year hoping to onboard the best quality talent for their businesses.

Organizations are ensuring that they reach out to the future workforce as early as possible, which often means making early contact with the targeted campuses and taking their campus recruitment strategy a few notches up to engage the future workforce.

With the ongoing campus hiring season, we reached out to **400+ industry leaders** across organizations to understand standard practices, predominant trends, and in-depth challenges in the well-established recruitment channel of campus hiring. This report helps bridge the gap between the old and the new modus operandi. It provides a take on how some of the modern technology-enabled initiatives are tackling the typical campus hiring challenges that affect its scalability as an effective recruitment process.

EXECUTIVE SUMMARY

The most surprising and, perhaps, eye-opening revelation from this research is the continuing over-dependence of organizations on past data and experience in zeroing in on campuses for hiring. What further compounds the problem is their inability of organization to create traction among the student fraternity, who give companies the cold shoulder, given their inadequate market or brand presence, and resonance. The correlation between brand visibility and the consequent low turnout of students is as glaring as it gets. And, the vast majority of industry insiders yet seem oblivious to this phenomenon.

This report deep dives to uncover the present-day churn in the campus recruitment lifecycle and the various challenges confronting a modern-day campus recruiter. Many campus recruiters expressed dissatisfaction with the current process and, among others, enumerated the following challenges:

84%

Organizations faced **logistical issues related to the booking of interview venues and slotting for convenient time** without a clash with parallel hiring drives.

>60%

More than 60% of organizations found it difficult to **choose the right level of screening assessments.**

55%

Organizations expressed concern about their **brand visibility** and the students' inability to connect with their brand.

48%

Organizations struggled to build a **powerful campus intelligence mechanism and relied on a campus strategy** based on the previous year's experience. Their reliance stemmed from the absence of a more scientific methodology of targeting campuses.

47%

Organizations believed that managing logistics for conducting screening assessments, booking venues, and coordinating with campus establishment and students is a **significant hurdle in the campus screening process.**

45%

Organizations did not have a standardized guide on how to **conduct effective and structured interviews.**

44%

Organizations reported **grading the assignments as a major challenge as it is time and resource-intensive.** It also occurs due to the lack of proper benchmarking to decide on the cutoffs.

Through our research, we were able to pinpoint specific challenges of organizations throughout the campus hiring process and identify the best practices that improve their onboarding rate while easing the overall campus recruitment process.

Keeping these in mind and correlating them in detail with the prevalent trends, this report helps organizations solve each of their challenges with a focused approach on the best practices and technologies emerging in the recruitment landscape.



01

Challenges in the Present-Day Campus Recruitment Landscape

CHALLENGES IN THE PRESENT DAY CAMPUS RECRUITMENT LANDSCAPE

Campus hiring is a significant recruitment channel for most companies as it enables organizations to tap into a massive pool of talent with diverse backgrounds and fresh perspectives, and nurture them right from the beginning of their career journey. Every year, organizations gear up to execute a large-scale campus hiring process to rope in fresh talent. Multinationals and startups equally rely on campus recruitment for the bulk of their hiring.

Given the lengthy process, the campus hiring process is dotted with challenges at every stage. Add to that the overwhelming competition among organizations to bag the best talent, it is a daunting process to undertake.

Campus recruiters across industries and organizations reported dissatisfaction with the existing practices.

55%

Organizations face the biggest challenge in shortlisting the right set of campuses to target for that year, which is the first step of campus hiring. Another 55% of organizations face challenge when looking to create their first impression for on-campus branding and engage students with the brand.

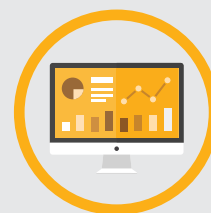
Important steps in an effective campus hiring process



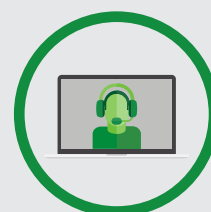
Building campus intelligence to shortlist campuses to visit



Building brand visibility through pre-placement engagement



Using screening tools to shortlist students for interviews



Conducting efficient interviews to roll out offers



Engaging students post the offer roll-out

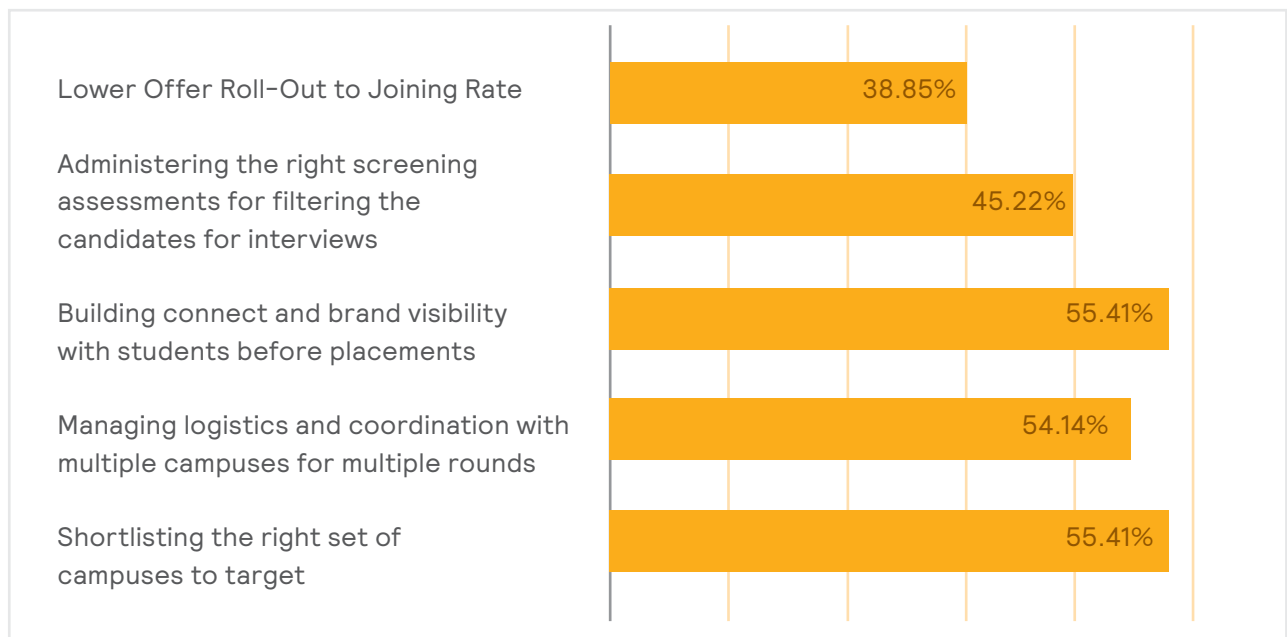


CHART 1: CAMPUS HIRING CHALLENGES

Over the years, campus hiring practices have changed very little. Most organizations continue to follow the same process as they did many years ago and have not paid much attention to innovate this process. While some organizations follow the same approach each year and visit the same campuses repeatedly, without analyzing their ROI, others have failed to upgrade their pre-placement talks in line with the evolving expectations of the future workforce.

54% of organizations are unable to manage smooth logistics and execution of the end-to-end process of campus hiring. Campus hiring drives, as they exist today, involve organizations creating a dedicated campus hiring team to hop from city to city, and from campus to campus to carry out the various stages of campus recruitment and competing with each other for the available time slots. This extensive and cumbersome process faces the challenge of scalability. Not only is this process highly resource and time-intensive, but organizations also end up spending substantial sums on these drives alone. Yet, more than half the campus recruiters are not pleased with the way it is handle.

45% of organizations report that they have been unable to identify and administer apt screening assessments to shortlist candidates for the interview round. Screening assessments play a critical role in evaluating the fitment of the candidate, not just for the specific job role at hand but also for the team and the organization at large. However, one size may not fit all. With organizations visiting multiple campuses and hiring for different profiles, screening assessments, too, need to change with the organizations' requirements. Every campus is unique in terms of the students' skill set, and organizations need to customize screening assessments according to the campus.

A low offer roll-out to joining rate is another pervasive challenge faced by 38% of organizations. While in the momentum of campus hiring drives, many candidates accept job offers rolled out to them, but, over time, they might lose interest in the organization or the role and take up better offers from other competing organizations. This is often a result of the inability on the part of organizations to keep students engaged post the roll-out of the offer, resulting in low onboarding rate.

A closer look suggests that most areas of campus hiring are facing some or other challenges, and campus recruiters are dissatisfied with the existing process.

02

Stages of Campus Hiring – Trends & Challenges

STAGES OF CAMPUS HIRING - TRENDS & CHALLENGES

Organizations take the campus recruitment route to meet the growing demand for skilled candidates. However, campus placement drives are not all smooth sailing. From low student turn-out for pre-placement talks to early drop-offs, every stage in the campus recruitment lifecycle is battling its challenges. To scope out these challenges further, we decided to undertake an in-depth study of each step in the campus recruitment process and understand various activities that are carried out as part of the process.

CAMPUS TARGETING

Different organizations have different methods of deciding on which campuses to visit in every placement year.

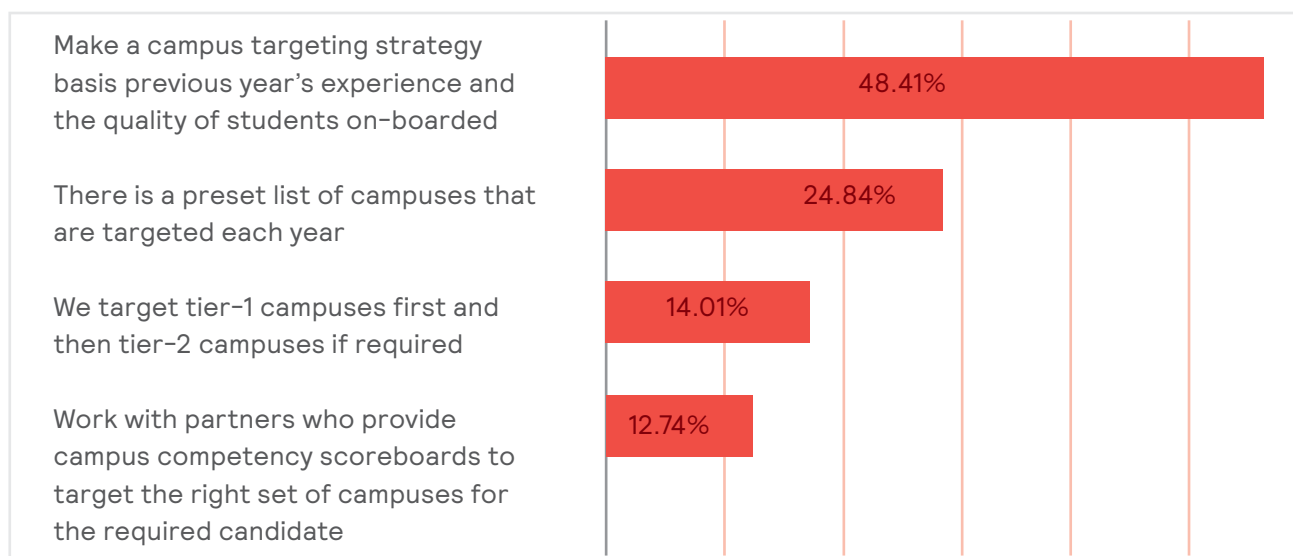


CHART 2: CAMPUS TARGETING STRATEGY

50%

Organizations make their campus targeting strategy based on the previous year's experience and the quality of students onboarded. While another 25% of organizations have a preset list of campuses that are targeted every year.

Both these practices do not take into account the changing nature of businesses and expectations of potential employees, and lack scientific data-driven process in selection. It also forces organizations to get stuck in a loop where there are no avenues to explore newer campuses. This strategy of campus targeting needs a thorough analysis after every campus hiring drive where low-performing campuses are continuously weeded out for better results.

A common practice among many organizations is targeting **tier-1 colleges first, followed by tier-2 colleges if job roles are left to be filled**. Tier-1 colleges have always been the preferred choice for most organizations. However, in a recent trend, numerous organizations are letting go of this prejudice and broadening their campus targeting strategy to make it more inclusive.

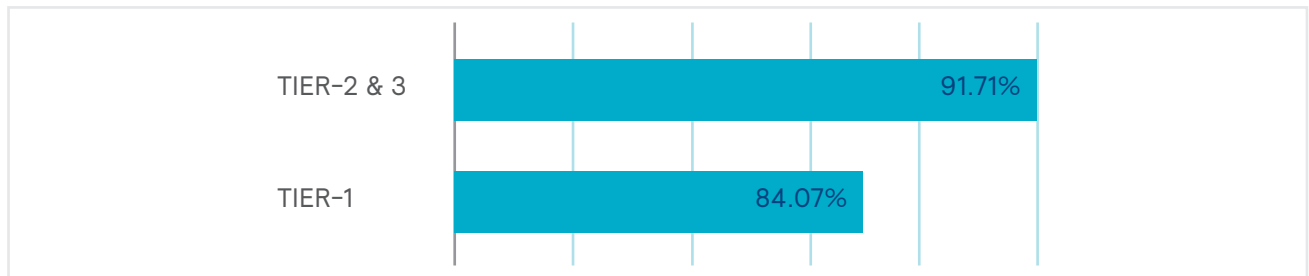


CHART 3: CAMPUS TARGETING

Despite being unable to find an infallible campus targeting strategy and reporting it as their biggest challenge, **only 12% of organizations utilize campus competency scorecards or work with partners who can provide them with campus intelligence for shortlisting the right campus for the right skills at the right price-point**. Many organizations do not realize the importance of targeting the right campus. Long before the groundwork starts, organizations must have a clear idea of the roles and competencies needed for their business currently and in the future, and target campuses that match these requirements.

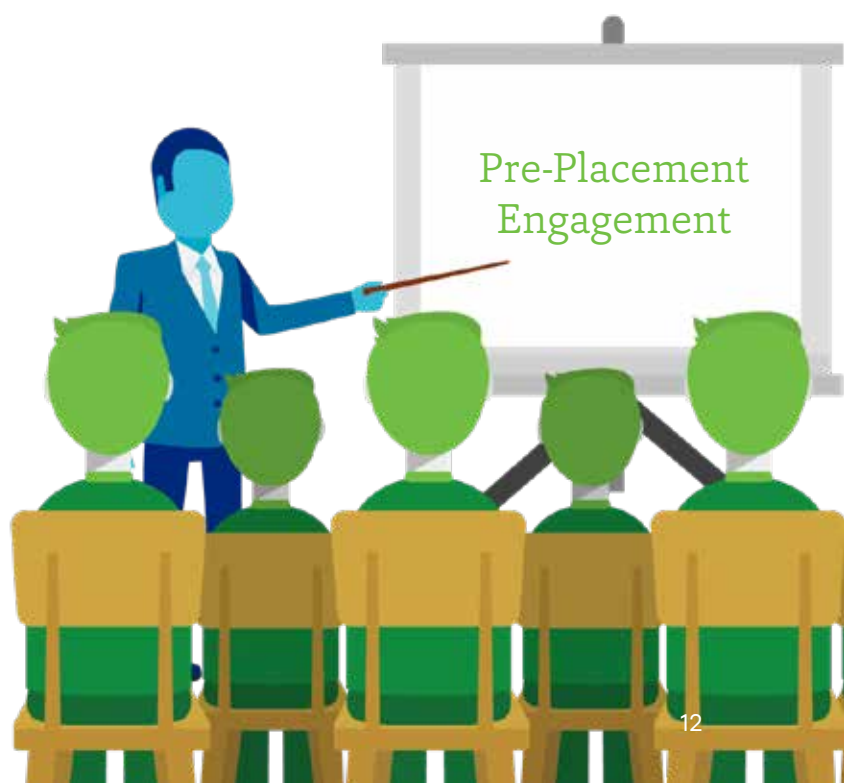
In a rush to reach campuses and commence the hiring process, campus targeting was often missed out as a critical part of strategizing.

PRE-PLACEMENT ENGAGEMENT

Different organizations have different ways of deciding on which campuses to visit for every placement year.

54%

Of organizations use pre-placement talks and presentations before the placement season as an effective medium to connect with the students, and a whopping 30% are not undertaking any engagement activity, whatsoever.



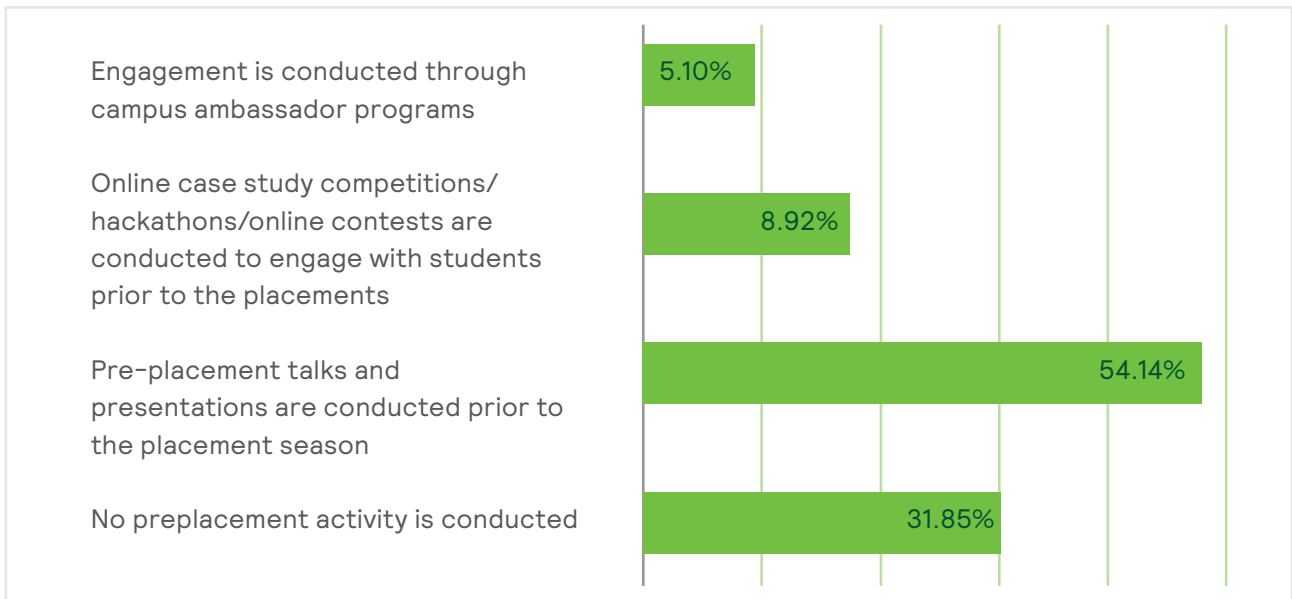


CHART 4: PRE-PLACEMENT ACTIVITIES CONDUCTED

The age-old method of employer branding, pre-placement talks, and presentations have been used by organizations to introduce themselves, lay out their processes and define the role and expectations, etc.

The content of these presentations may have somewhat evolved over the years. However, this rustic process of lengthy presentations has lost favor with the students in the digital age, as much of the information is readily accessible on the internet, and the entire exercise adds little value to the students. The future workforce is not satisfied by merely knowing about the possible compensation package but intends to know more about the company culture, learning, growth opportunities, work-life-fun balance, and the quality of work, etc. However, presentations given by organizations are falling short in attracting students for the pre-placement talks and are proving to be an unimaginative way of scouting for probable employees.

Only 8% of organizations are innovating on how they engage with students by using online case-study competitions, hackathons, ideathons, and contests for student engagement.

Not only are these contests an excellent platform for students to experience the brand, but they also provide them a break from the monotony of attending presentations. For businesses, these contests offer a sneak peek into the soft and core skills of the students. Since these contests can be seamlessly executed online or managed by a platform partner, they provide organizations the freedom to host them remotely, with fewer logistic hassles at lower costs.

While a handful of corporate behemoths are known for their campus ambassador program, our research reveals that **merely 5% of organizations have a structured on-campus student ambassador program for brand awareness.** Most startups and lesser-known companies end up being disappointed when they reach a campus as students are unaware of their existence, and thus rarely show up for any pre-placement talks. This is where the on-campus student ambassador steps in and helps the recruiting efforts of the organizations.

A pre-placement engagement means different things to organizations and students, and only a handful of organizations have taken the requisite steps to bridge the gap in expectations.

CV Screening

More than 70% of organizations to date prefer to filter out students' CVs based on their academic performance in their respective courses. Since academic achievement is the only verifiable component in the CV, not much has changed over the years

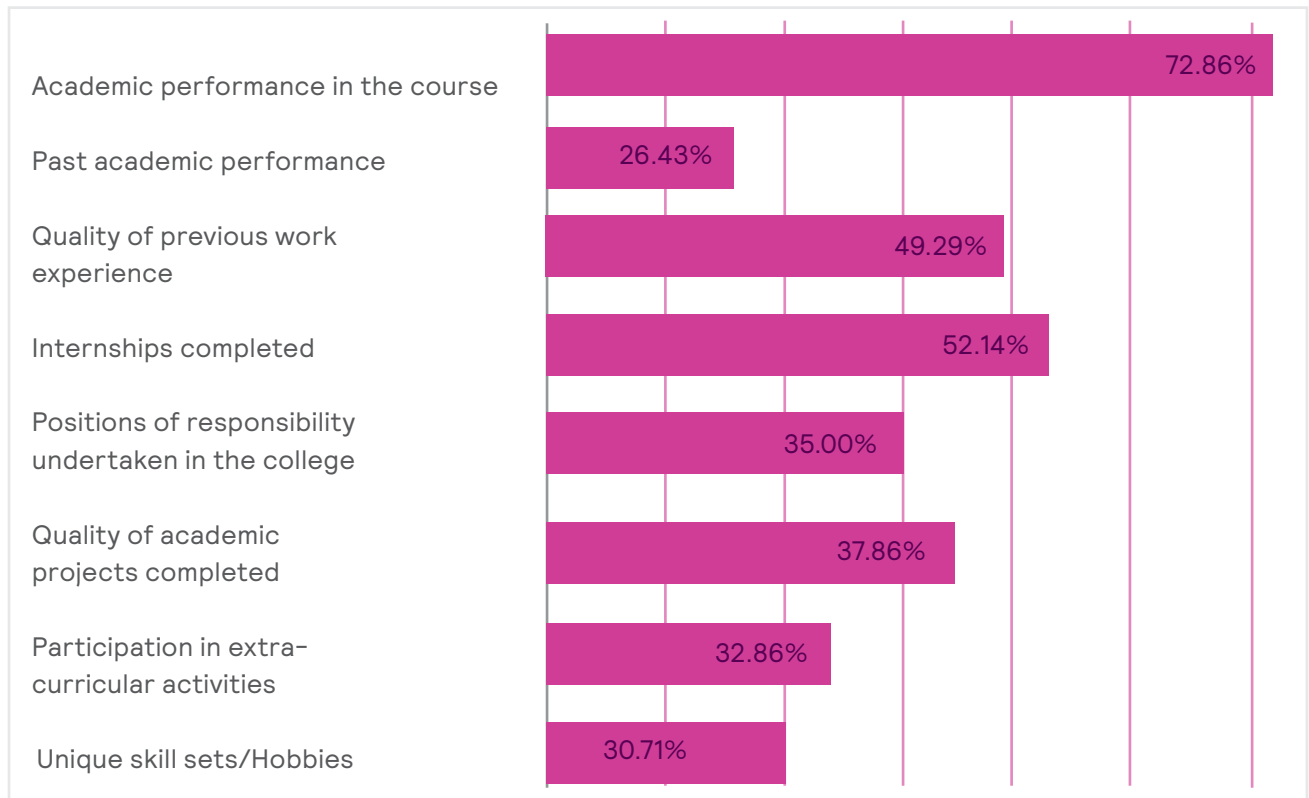


CHART 5: PARAMETERS FOR SHORTLISTING STUDENT RESUMES

50%

Of organizations also prefer students to have some quality internships and/or work experience in their CVs.

Skill application is an important aspect of the work experience, and internships provide students the opportunity to apply their classroom knowledge at the workplace, which requires time and practice. It is a common understanding that students with prior work experience are better equipped to take career decisions due to their exposure to the industry, and can be trusted to have gained professional work ethics and discipline - a trait unlikely to be learned during college years.



SCREENING ASSESSMENTS

The Subject Matter

Assessments are widely used in the screening stage of a campus hiring drive to shortlist students for further rounds of interviews. Almost every organization uses assessments. However, **more than 60% of organizations find it challenging to choose the right level of screening assessments for further filtering the candidates due to the ever-changing nature of the work.**

While administering these screening assessments is one part of the problem, grading them is a challenge in itself. **44% of organizations report grading assignments as a significant challenge due to its time and resource-intensive nature.** It is a barrier when administering assessments at scale and can consume significant time in not just grading these assessments but also in deciding on setting the right benchmarks and cut-offs for multiple campuses.

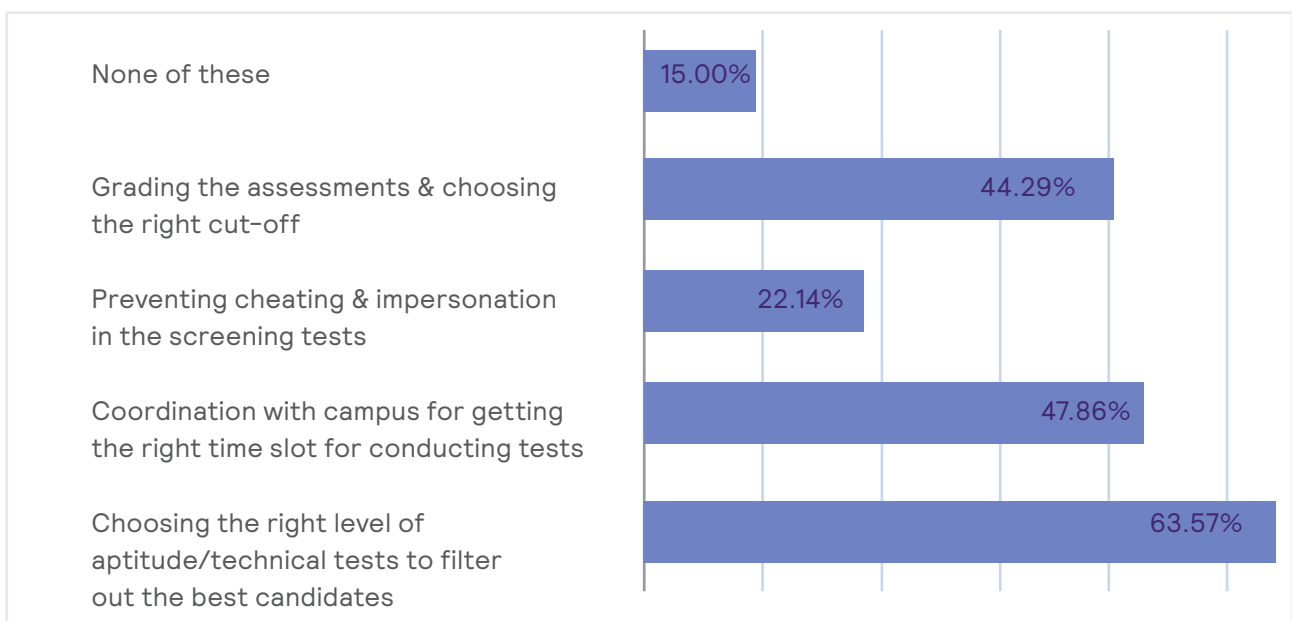
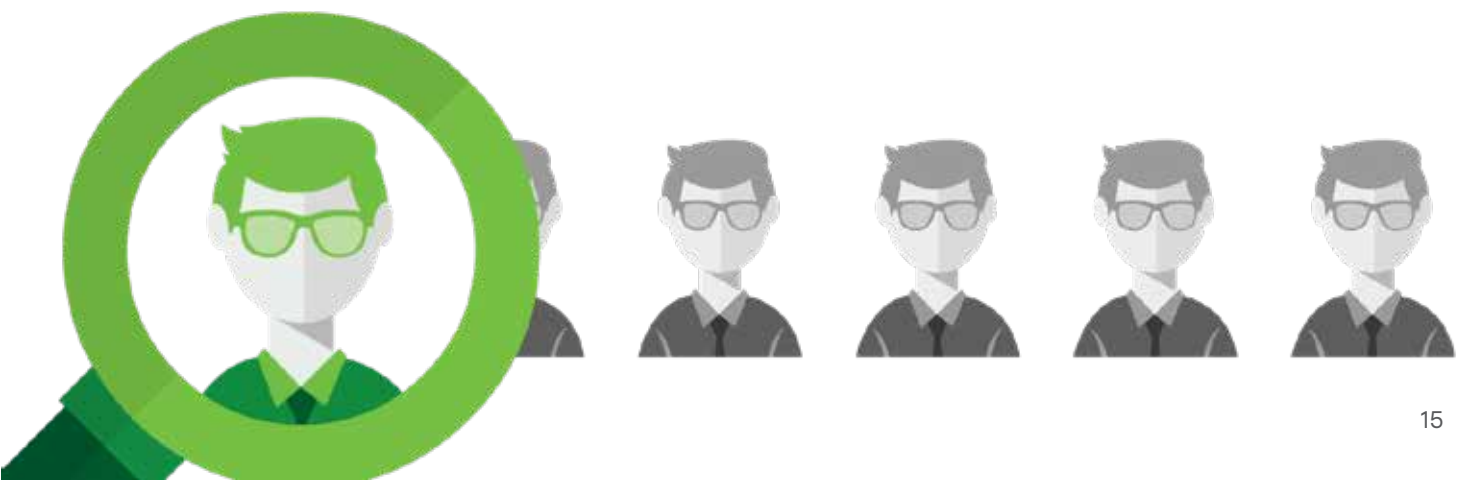


CHART 6: CHALLENGES WHILE CONDUCTING SCREENING TESTS

The Execution

The other major challenge that organizations face while conducting screening tests is coordinating with various campuses to book the venue and the time slot. **47% of organizations believe that managing logistics is a major pain-point in the campus screening process** and requires continuous back and forth to zero in on a favorable time that is convenient to the students, the campus, as well as the organization.



22% of organizations also face the challenge of rampant cheating and impersonation in screening assessments, lowering their credibility and resulting in poor quality hires, eventually defeating the very purpose of the entire campus recruiting strategy.

Recent digitization has changed the skill set requirements of organizations. Most organizations today are assessing students on problem-solving, logical reasoning, effective communication, and learning agility. Hence there is a steady increase in the use of aptitude assessments in the campus hiring process to measure cognitive intelligence.

>70%

Of organizations today are administering aptitude assessments to screen students for the next step of the interview.

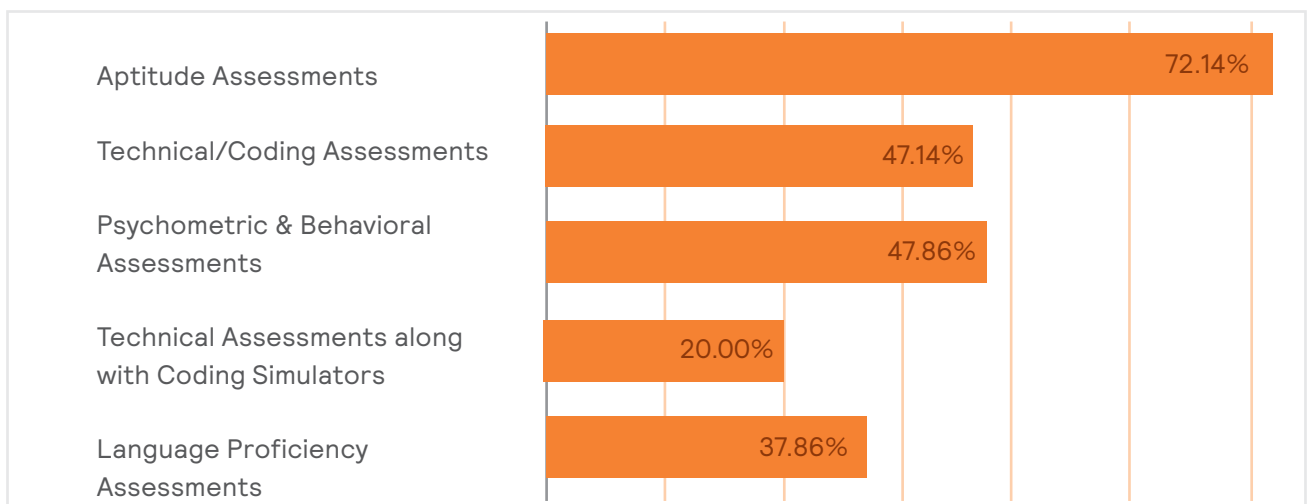


CHART 7: TYPES OF SCREENING ASSESSMENTS COMMONLY USED IN CAMPUS HIRING

67% of organizations rely on technical assessments and coding simulators to hire at scale and test the depth as well as the extent of knowledge for engineering profiles.

Cultural fitment is an essential aspect of campus recruitment. Students and organizations are equally concerned about cultural fitment, and thus 47% of organizations use psychometric and behavioral assessments.

Screening assessments are the make or break of any hiring drive and, therefore, organizations often strive to dedicate the most amount of time to this stage. However, the same suite of screening assessments can not work across all campuses and profiles, and result in effective screening. Organizations need a more strategic solution that solves all their screening challenges by customizing assessments, carrying them in a secure environment, auto-grading solutions, and summarizing results to ease the process for campus recruiters, making the campus hiring drive a successful undertaking.

INTERVIEWING

An interview is another vital aspect of the campus hiring strategy as it gives organizations the opportunity to understand their potential employees better.

Since there is **no standardized guide on how to conduct interviews, what to ask, and how to measure candidates on their answers, 45% of organizations view this as a considerable obstacle in conducting productive interviews.** Different interviewers have different perspectives on the right fit for the organization, and in the absence of any structured guidelines to measure the correctness of a candidate's answers, determining a good fit becomes exceedingly difficult, if not impossible. Also, 37% of organizations claim that while more than one person often interviews one candidate, there is no single platform to manage the records of multiple ratings and update its status when the process moves forward.

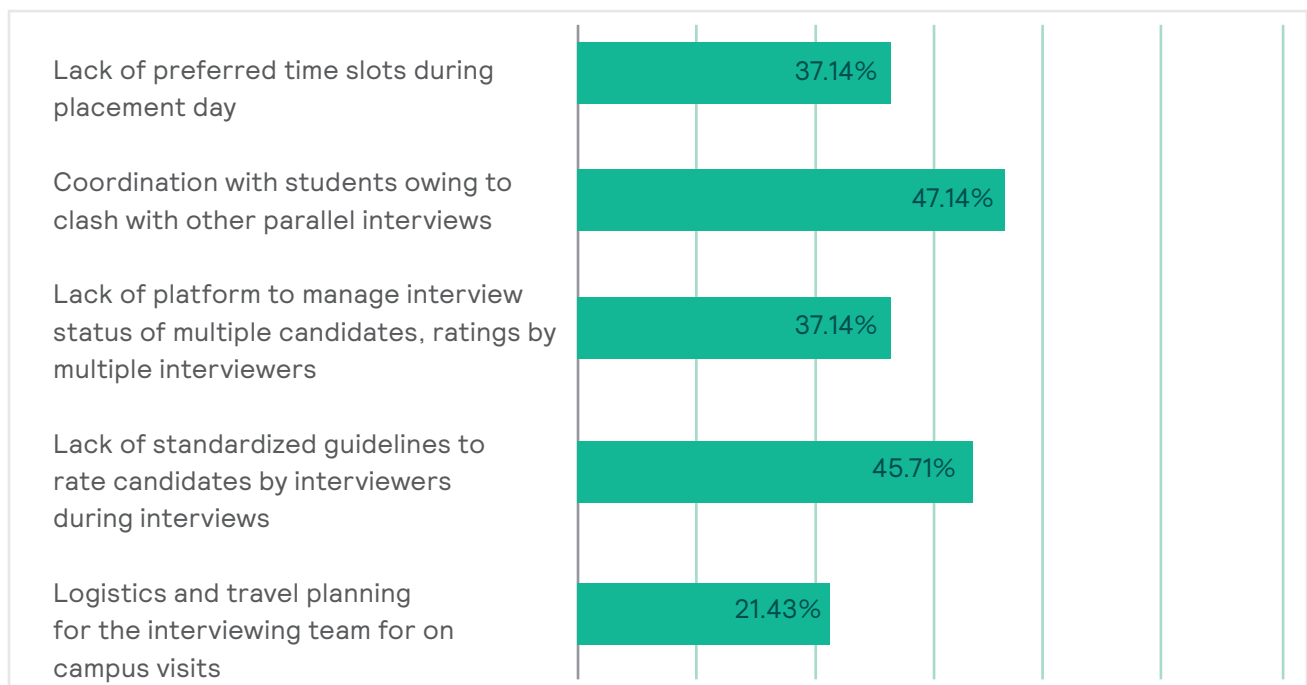


CHART 8: CHALLENGES WHILE CONDUCTING CAMPUS INTERVIEWS

The very nature of the interview that can be easily manipulated without a suite of result-oriented questions makes this stage often misleading, even futile.

Due to a high volume of companies competing for the best talent, **the logistical problem related to booking of interview venues and slotting for convenient time without a clash with parallel hiring drives is a major challenge, accounting for a whopping 84%.** Organizations are always fighting for better time slots in the students' schedules, which require continual exchange of communication.

Interviews require time and attention from both the students as well as the organization, but the lack of structure and constant clash among organizations does not let any party do justice to it.

COMPENSATION

40% of organizations are intending to offer more or less the same compensation compared to last year, with 32% of organizations considering a hike lower than 10%.

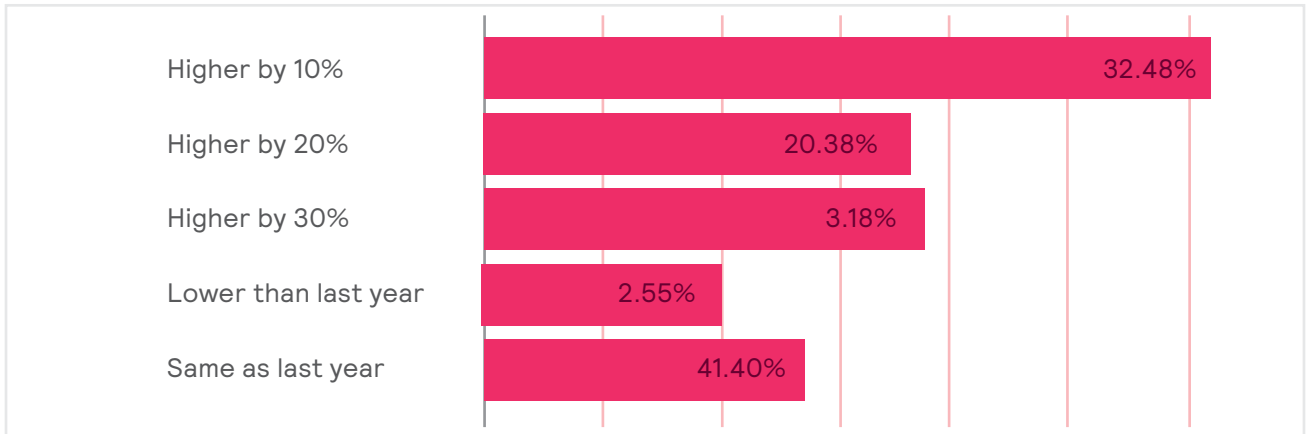


CHART 9: CHANGE IN COMPENSATION OVER LAST YEAR

While the compensation remains the same as last year for students across most courses, there is an ostensible demand for computer science engineers, reflected in the **10% hike being offered to 38% of computer science engineers**. Due to the increasing dependence on technology for businesses across industries, as well as the pace at which new technologies are making inroads into businesses, computer science engineers are expected to carry the mantle of technology and assist organizations in their path towards digitization.

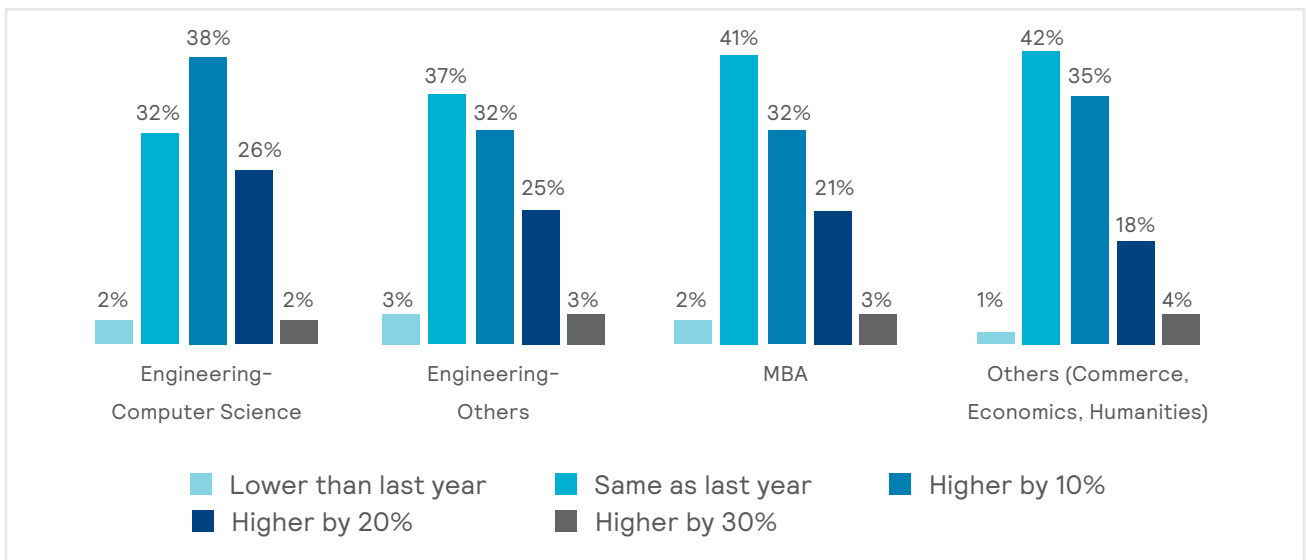


CHART 10: CHANGE IN COMPENSATION BY STUDENT PROFILES

03

Campus Hiring Best Practices

CAMPUS HIRING BEST PRACTICES

The objective of a campus hiring drive is to access and onboard good quality candidates at scale, with ease, without compromising on efficiency. The success metric of any campus hiring drive is the final onboarding rate. Organizations using modern-age tools enjoy an onboarding rate as high as 76%, which is much higher than organizations that continue to conduct their campus hiring drives employing traditional practices.

Here is a closer look at the onboarding rate of candidates in various organizations that used modern tools throughout their campus hiring lifecycle, which resulted in significantly higher onboarding rates:

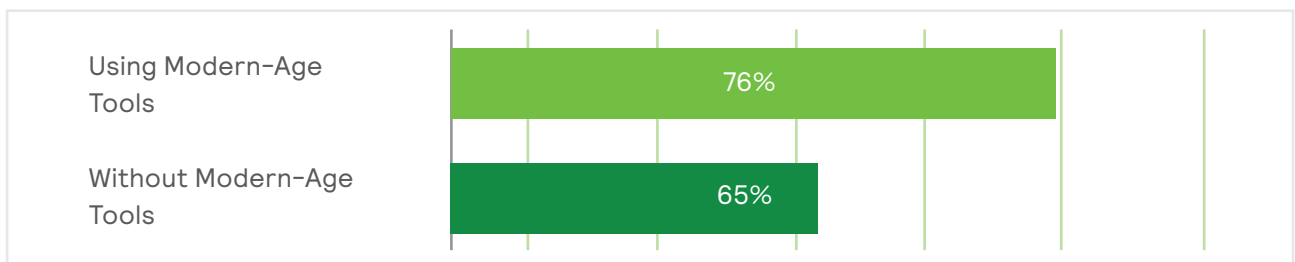


CHART 11: ONBOARDING RATE BY MODERN TOOL USAGE

The evolving expectations of millennials require organizations to create campus hiring strategies that work in recruiting and retaining the future workforce. Some organizations have taken steps in this direction, and their onboarding rate is evidence that employing certain best practices can result in the desired outcome.

We have listed down the best practices of organizations that have successfully worked towards solving their biggest challenges in all the stages of their campus recruitment process. We have attempted to answer the 'why' and 'what' of each practice that can help organizations decide on the best possible means for their requirements.

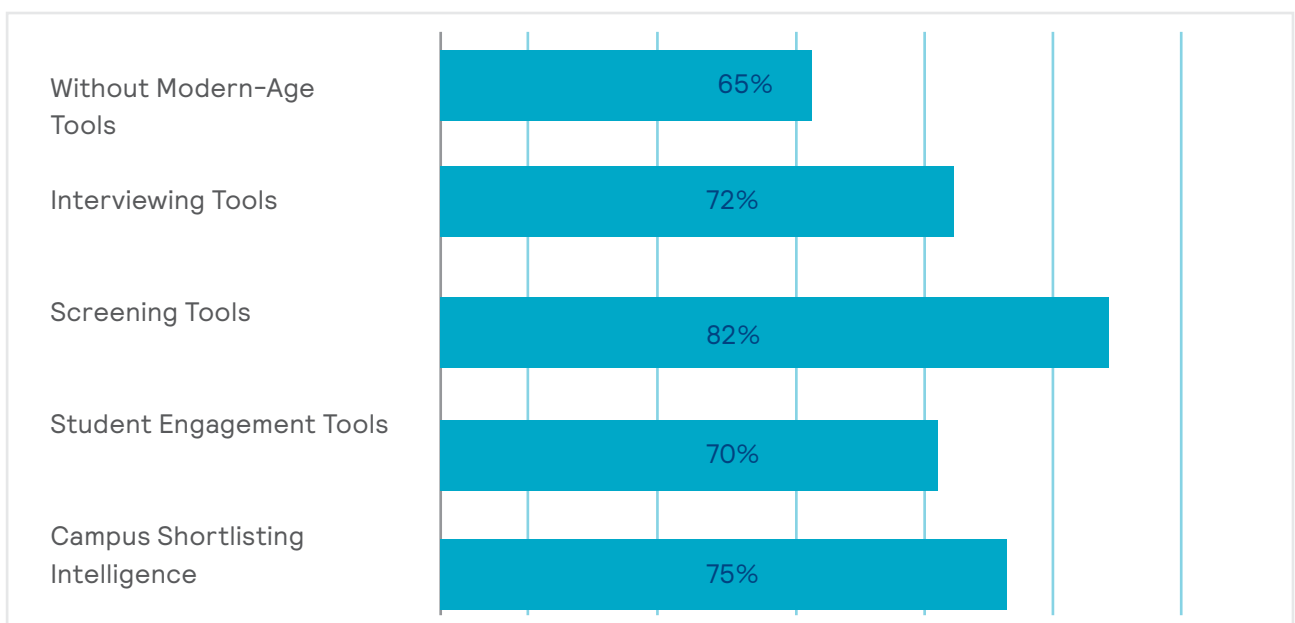


CHART 12: ONBOARDING RATE BY SPECIFIC TOOL USAGE

CAMPUS INTELLIGENCE FOR SMART CAMPUS TARGETING

Building campus intelligence requires organizations to collate all the data and experiences of conducting campus hiring in past years, analyzing the outcomes. This can help in attributing scores to each campus in terms of how the students perform in the assessments or how many students come within the preferred salary range of the organization.

Campus intelligence also involves creating a **competency heat map** whereby each campus's overall students' performance can be mapped on competencies prevalent in the industry and then assigned to the competency requirements of individual organizations.

Organizations often overlook this step in the campus hiring program. Just as every recruitment requires planning, the scale of campus hiring demands in-depth understanding of different campuses, along with varying levels of expectation from different campuses and their students. Campus intelligence helps you do just that and more, effectively increasing your onboarding rate.

75%

The use of campus intelligence as the first step in an effective campus hiring strategy results in a 75% onboarding rate.

PRE-PLACEMENT ENGAGEMENT THROUGH INNOVATIVE CONTESTS

Gone are the days of campus placement camps that went on for several days, beginning with a pre-placement presentation and talk. With shortening attention spans and the desire to do more in the least amount of time, pre-placement engagement demands organizations to put their most creative step forward and send a robust team (comprising of high-performing individuals and recent hires or alumni of the same college) to help potential employees understand the culture, and the nature of work existing in the organization in the most succinct way possible.

The Millennials spend most of their time on digital media, and hence organizations should take that route to establish a connect with them. In addition to on-site branding, personalized emails, as well as targeted social media campaigns on the company's culture, success stories, and additional employment perks are excellent means to arouse the candidates' curiosity about the brand. Numerous organizations are relying on interactive contests to test the interest levels of candidates in a particular campus.

Organizations using innovative campus engagement tools like hackathons, ideathons, quizzes, and other interactive contests enjoyed a 70% onboarding rate.

One of the easiest ways to source candidates and build a niche brand identity, innovative contests like hackathons, ideathons, or case study competitions are becoming popular pre-placement engagement tools. An excellent platform to showcase the unique culture, technology, challenges, and learning opportunities offered by the company, these contests allow students to experience the brand at close quarters. The prizes can be an additional attraction for the students.

Hackathons provide organizations a platform to test students not just on their academic knowledge and skill application but move beyond the conventional parameters to evaluate entrepreneurial acumen, high order and time-bound problem-solving, effective communication, and compatibility with the broader business objectives. Hackathons, ideathons, and case study competitions create a business simulation to assess the students on their real skills.

With the right problem statement, these contests can prove to be a definitive step towards offering a job to the student. Conducting a hackathon can combine the processes of sourcing and screening into a single step, followed by an effective interview, eventually cutting down on the time and cost involved in the campus hiring process.

The best thing about these contests is that they can be rolled out online without having a dedicated team set up a base on the campus. A student ambassador can drive engagement and participation for it, making it a win-win situation for all parties involved.

ONLINE SCREENING ASSESSMENTS SECURED WITH REMOTE PROCTORING

Effective screening assessments can have significant impact on an organization's onboarding rate. In this case,

82%

Using online screening assessments secured with proctoring technologies guaranteed an onboarding rate of 82%.



the challenge with screening assessments is two-fold. The first is the content of these assessments, and the other is the coordination involved in their execution.

The Subject Matter

Screening assessments have a direct correlation with on-job performance and cultural fitment. With **new-age screening assessments and tools**, analyzing data to predict hiring outcomes has become possible. Many organizations are tapping into these predicting analytics, powered by AI, and testing students on multiple levels of personality, cognition, and skill.

A customizable set of assessments that holistically measure all aspects of a potential employee, namely behavioral, cognitive, and specific domain knowledge, can help improve the onboarding rate. **Auto-graded tests** can be administered to solve the problem of benchmarking and cut-offs.

An excellent way to increase the effectiveness of assessments is to base them on **competency frameworks** explicitly designed for every job role. This helps streamline the campus recruitment process and lends a structured approach to it by better utilization of assessments.

The Execution

The struggle of organizations in coordinating with campuses to find an available and favorable time slot for conducting screening assessments is an ongoing process. While screening assessments as tools are undergoing innovation, the challenge of execution and coordination in the screening stage can best be solved through remote proctoring technologies.

Remote proctoring uses a combination of manual and AI-based remote invigilation technologies to conduct online assessments from any location that prevents candidates from indulging in any unfair means. It enables organizations to securely screen students while sitting in the comfort of their location without having to dedicate an entire team to hop from one campus to another. Similarly, it allows students to take the test at their convenience. Remote proctoring eases the process of delivery and coordination by doing away with the need for large-scale physical venues.

While online assessments accurately evaluate students on both professional and personal skills, proctoring allows them the ease to take the exam from a location of their choice, resulting in a significant increase in the onboarding rate.



STRUCTURED VIDEO INTERVIEWS

72%

Using structured interview platforms helped organizations achieve a 72% onboarding rate.

As is the case with screening assessments, interviews, too, face challenge in coordination and content. The battle to make your voice heard during the hectic season of campus recruitment is endless, and the most challenging task in this process is to allocate ample time to thoroughly interview each student and find out all the relevant information to make a successful hiring decision. However, due to the time and space constraints, organizations often lose out on deserving students.

While the tussle for physical space and students' time continue to take a front seat during the campus hiring season, organizations in the digital age are moving to structured interview platforms, which

allow students the freedom to record their interviews according to a set of pre-decided questions or attend a live interview.

A **structured video interview** is a standardized way of comparing job candidates where the hiring manager creates interview questions, focussing on the skills and abilities being sought by the company, along with a standardized scale for evaluating candidates. Since the questions are mapped to the organization's present and future competency needs, there is negligible scope of an unfair or subjective assessment.

Video interviews are location agnostic and can be used as a fantastic tool for candidates to speak their minds without time constraints. Beyond their academic achievements, it enables organizations to understand their potential employees better. Video interviews can also be used to assess communication skills, which is a prerequisite for many job profiles.

Beyond exchanging resumes and business cards, most recruiters can not remember the students they interacted with or the ones who stood out in the crowd. Notes taken on a piece of paper does not amount to a valid tool. Structured interview platforms create a database of recorded interviews for later reference and review or to establish a talent pipeline of potential candidates to revisit, when the demand arises.

Structured video interviews help organizations scale up the campus hiring process without deploying considerable resources and undertaking extensive travel. It provides candidates with a fulfilling experience, along with solving the content aspect of standardized questions and rating guidelines. It places organizations at the forefront of innovation and high-technology, often attracting the future workforce.



CONCLUSION

The new-age campus recruitment needs a revamped strategy that works well, even when organizations don't visit numerous campuses. It is the only scalable and sustainable model for campus recruitment.

Modern-day campus recruiters are

Evolving

their strategy and leveraging

Technology

to revolutionize campus hiring practices.

These emerging technologies benefit every stakeholder involved in the campus hiring process and help organizations reach the most deserving candidate, irrespective of their college, course, or location. It is time for organizations to revisit their strategy and incorporate new means to ensure maximized output of their initiatives. Incorporating innovation and technology in hiring practices do not seem to be optional anymore.



HOW CAN MERCER | METTL HELP

Campus hiring drives demand considerable time and resources, and thus, organizations are looking to transform this process. Mercer | Mettl enables organizations to break away from traditional and redundant hiring processes, and take the first step towards better hiring, using the best in technology.

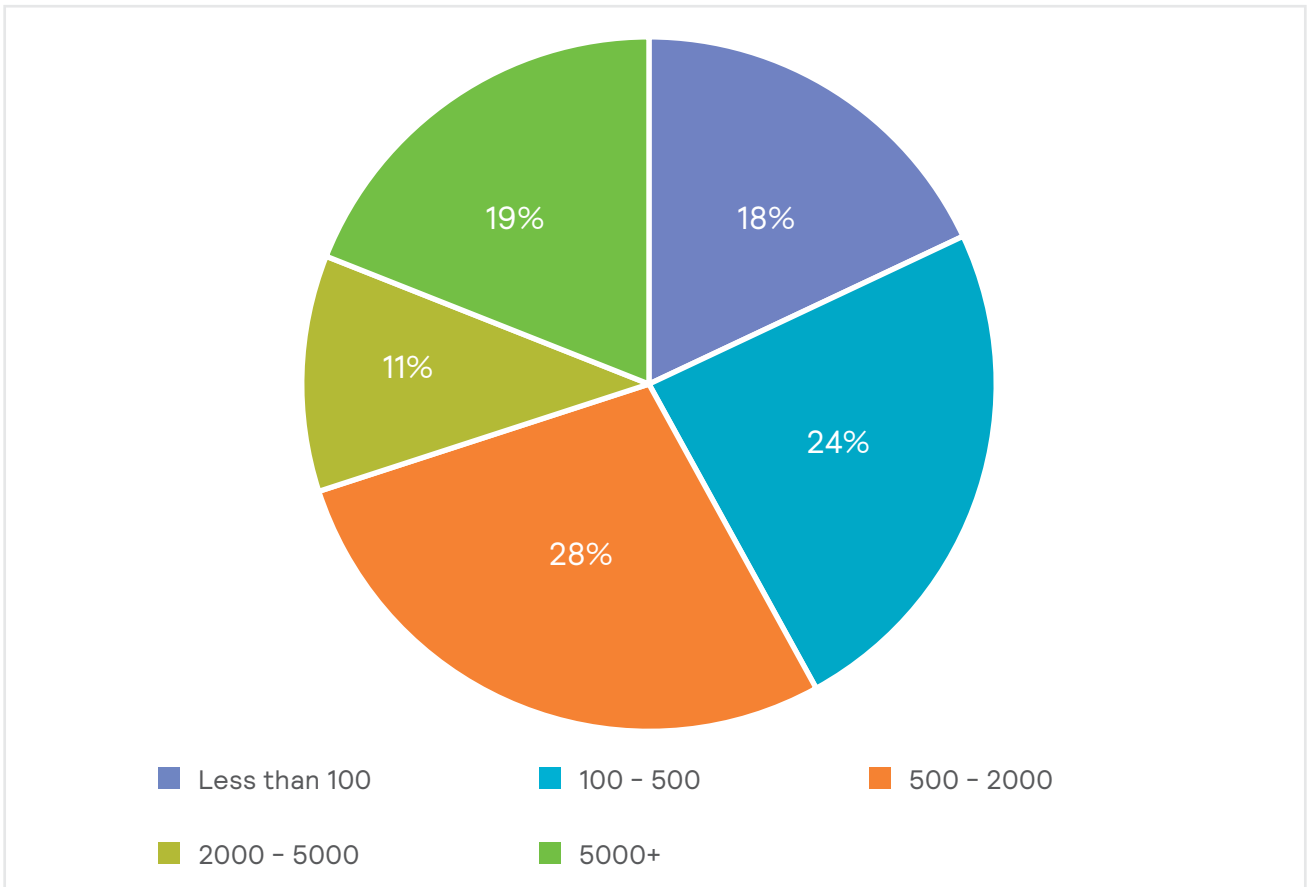
Mercer | Mettl's technology-driven solutions can help you conduct large-scale campus drives through the following offerings:

Mercer Mettl Offerings	Tool Description
<p>Campus Hiring Strategy For end-to-end implementation</p>	<p>Mercer Mettl's campus hiring strategy has helped India's leading organizations in reaching and filtering a large pool of candidates, increasing campus footprint, and improving the turnaround time. Our comprehensive 6-step campus hiring strategy includes:</p> <ul style="list-style-type: none"> • Building campus intelligence • Building relationships with campus • Connecting with students • Using modern screening tools • Conducting structured interviews • Engaging students post the offer roll-out <p>Mercer Mettl's team of experts can help you develop and execute a strategy that suits your business needs.</p>
<p>Competency Framework For improving the overall efficiency of the campus recruitment program</p>	<p>Mercer Mettl helps you create competency frameworks tailored to your present and future requirements, with an in-depth analysis of employee characteristics, job factors, and other external conditions for a structured hiring process.</p>
<p>Xathon For an engaging pre-placement talk and easy sourcing</p>	<p>Xathon is Mercer Mettl's end-to-end hackathon management platform that allows you to take complete control over the event with the ease of scheduling multiple events and coordinating with numerous stakeholders with just a few clicks.</p> <p>Mercer Mettl's team of subject matter experts help you execute a successful hackathon from ideation to execution.</p>

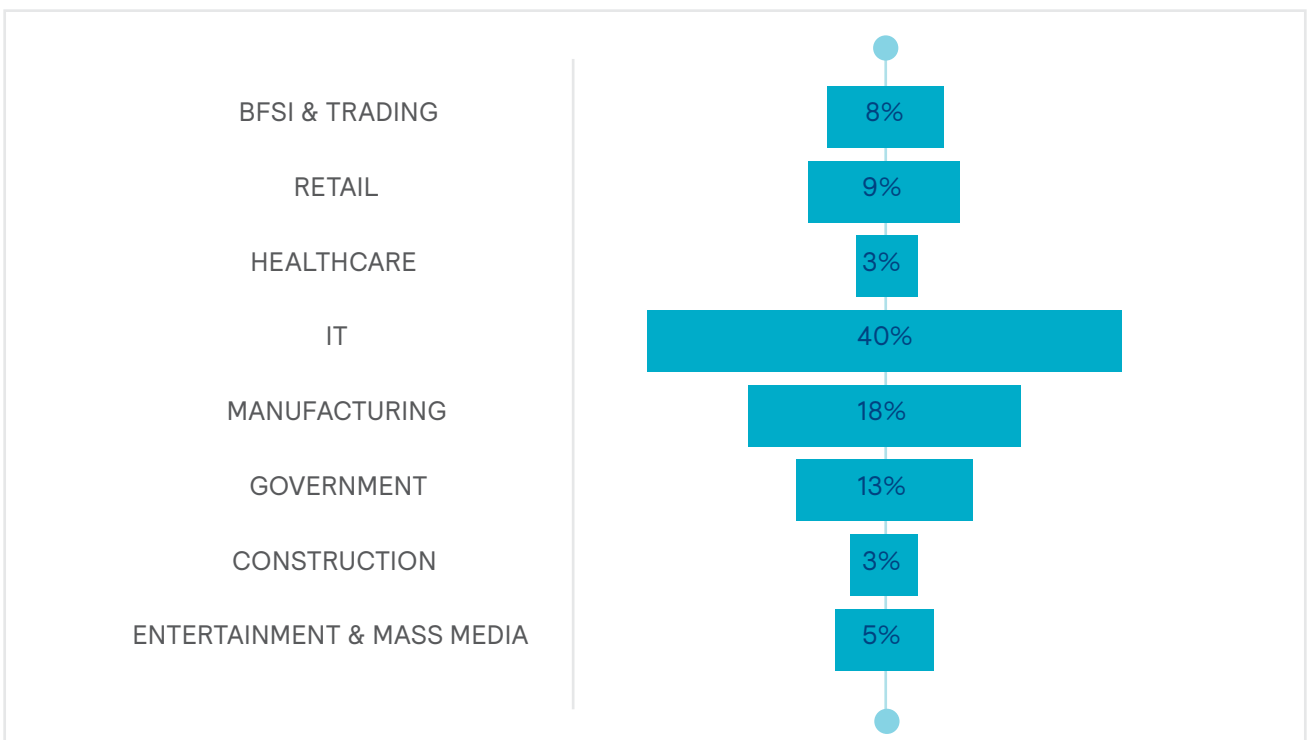
<p>A Suite of Assessments & Simulators For efficient screening</p>	<p>Our vast library of tests and simulators allow you to create your tests and challenges to evaluate the true skills of the shortlisted candidate. Choose from a wide range of psychometric, cognitive, technical, and role-based assessments to secure the best fit for the role.</p>
<p>ProctorPLUS For conducting credible online assessments</p>	<p>ProctorPLUS is Mercer Mettl's cutting-edge tool that is driven by artificial intelligence to provide a holistic solution to ensure the integrity of your assessments in a cost-effective and scalable manner. It comes pre-integrated with Mercer Mettl's examination platform.</p>
<p>VidView For conducting structured interviews, streamlining processes, and removing geographical barriers</p>	<p>Our intelligent interview platform supports competency-based structured interviews with collaborative tools to allow you to create a panel of interviewers, define grading framework & schedule interviews easily.</p>
<p>End-to-End Campus Recruitment</p>	<p>Mercer Mettl, owing to its rich experience in assisting organizations to steer their way through campus recruitment, provides end-to-end execution of campus hiring drives.</p> <p>In addition to our state-of-the-art solutions, we also provide on-campus logistical support. You can outsource the entire campus hiring program to us, and our team of experts will take it forward.</p>



SURVEY RESPONDENT DETAILS



RESPONDENTS' ORGANIZATION SIZE



RESPONDENTS' ORGANIZATION INDUSTRY TYPE

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ABOUT US

At Mercer | Mettl, our mission is to enable organizations to build winning teams by making credible people decisions across two key areas: Acquisition and Development. Since our inception in 2010, we have partnered with 2900+ corporates, 31 sector skill councils/ government departments, and 15+ educational institutions across 90+ countries.

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