Reshaping apprentice selection with customised online tests

R+V upgrades the selection process for apprentices and trainees from traditional paper and pencil tests to pure online assessment.

With almost eight million customers, more than 14,000 employees and more than 22 million insurance policies, R+V Insurance is one of the largest insurers in Germany. As part of the "Genossenschaftliche FinanzGruppe Volksbanken Raiffeisenbanken", a cooperative network of banks, R+V offers customised, innovative insurance solutions to both its private and medium-sized business clients.

R+V is committed to the initial training and subsequent development of both its apprentice and trainee intake. Each year, approximately 200 young people are recruited for either office or field based programmes and follow either an apprenticeship or a bachelor degree course in Insurance and Finance, Insurance Management, IT, Financial Services and Business Information Systems.

The challenge: identifying talent earlier in the process to save costs and recruit the best

In 2012 R+V decided to upgrade the selection process to take advantages of the benefits of Online Assessment. In taking this step, R+V sought to:

- Speed up the application process and thereby reduce the drop-out rate of applicants who had accepted a job offer elsewhere
- Better identify qualified applicants and therefore increase the likelihood of filling all vacancies
- Reduce the travel expense and time invested by both R+V and the applicants.

Furthermore, R+V believed that this new online assessment process would be popular amongst the relatively young apprentice and trainee target group.

The solution: IT flexibility – and a need for high quality

R+V sought a provider who combined excellent diagnostic knowledge and expertise, with a professional and flexible approach to IT implementation. cut-e had the edge and was duly appointed.

Several kick-off workshops mapped out the detail of how the assessment could look. These also helped to identify the exact abilities and personality traits that are critical to success in each of the programmes and at each of the levels. It was these success factors that were then incorporated into the selection process.

The outcome: putting it into practice

The end result was simple: as well as producing the detailed results for each instrument, a summary match score is now generated for each of the training programmes and so, even during the pre-selection process, a decision can be made about the candidate's suitability. Furthermore, R+V is able to look at the differences in education between applicants and vary the cut-off value accordingly.

The new selection process has now been implemented and the feedback from all those involved in the process is positive. After using it successfully to select office-based staff, R+V adopted and adapted the process to recruit field-based personnel, tailoring it to the special requirements of the relevant training programmes.

"At the start of the project we were looking for an assessment provider capable of replacing our paper-based tests with a contemporary online assessment and who could demonstrate their competence in this area, and tailor it to meet our specific needs. In cut-e, we have found a more than suitable provider.

With a customised online assessment, we are now able to reach young people where they spend most of their time: on the Internet. Our attractive process helps to convey a positive image, and establish us as an employer of choice and the ease with which we can interpret the results helps us to make the right selection decisions."

Jessica Sprenger, Technical Director of Junior Staff Development at R+V Insurance

"It has been great to see how pragmatic and goal-oriented the introduction of the new online assessment has been by cut-e. Our priority was to have an efficient and tailorable selection process to help the decision makers of our various sales divisions find the right trainees. And cut-e has implemented it perfectly."

Bernd Halbeisen, Head of Sales Training at R+V Insurance

"The collaboration with R+V was a lot of fun. The high degree of competence and professionalism of the members of the R+V project group during the needs specification process ensured that we created an online assessment process which is specifically tailored to meet their needs – and adds great value to the R+V selection process."

Stefan Häussermann, Managing Consultant at cut-e

For any further information please don't hesitate to contact us!
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