

Optimising graduate recruitment with Online Assessment



The challenge: gaining an insight into candidate capabilities

PUMA needed to identify highly qualified and motivated candidates for their international Finance Trainee Programme and chose cut-e to assess the relevant competencies prior final stage assessment. With approximately 10,000 employees and sales of EUR 2.7 billion in the past year, PUMA is one of the world's largest manufacturers of sporting goods.

PUMA attracts many applicants but its requirements are quite specific. In this project, PUMA recruited for China, India, Russia, Brazil and Korea. As well as needing mastery of the local language, fluent business English and an excellent Master's degree in Business and Finance. In addition to this, successful applicants also needed to demonstrate intercultural competence, organisational and planning skills, willingness to learn and the ability to think strategically.

The solution: online assessment before assessment centres

After researching online test procedures for its pre-selection of candidates for the international Finance Trainee Programme, PUMA chose cut-e to provide online assessments. Applicants were preselected based on application documents and a telephone interview, then invited to take a suite of cut-e online assessments: starting with the personality questionnaire shapes, then scales clues, which measures information competence, scales cls in which the candidate must recognize rules and contexts, and finally industry-specific versions of numerical and verbal ability tests developed specifically for the financial sector.

After completing the questionnaire and tests, either one or two personal interviews took place and shortlisted candidates were invited to a final stage Assessment Centre.

The outcome: better informed during the final selection stage

With the additional information during the initial stages of selection, the team at PUMA were better equipped to make the right decisions later in the process.