

Standard Chartered Bank (SCB) are a leading international organisation offering a range of award-winning personal, business and private banking services. Capp are proud to have partnered with Standard Chartered Bank at a global level for the past 4 years.



The Challenge

SCB worked with Capp to re-design their global graduate recruitment and onboarding process. The core objectives were to create a more streamlined, consistent experience across their 30 different locations.

The project didn't come without its challenges, however this gave Capp the opportunity to really demonstrate their expertise. The truly global nature of this work required effective management of stakeholders across multiple cultures, geographies and cultures. The overall solution then needed to be flexible enough to allow for geographical nuances whilst maintaining an overall consistent approach.

Our biggest learning was that it is possible to challenge and change traditional recruitment methods by improving efficiency and building internal knowledge and capability.

Strengths Profile Approach

Capp initially conducted a Success Analysis to define core strengths across banking, business functions and retail roles in the business for graduate volume hiring. We then designed and validated a customised online Situational Strengths Test (SST) and Strengths-based Interviews (SBI) for use via video and face-to-face dependent upon region. To ensure that the assessors could use all of the relevant material, Capp delivered a number of Train-the-Trainer sessions to enable managers across the business to administer Strengths-based interviews across Asia Pacific.

In terms of onboarding, each successful candidate was asked to complete Strengths Profile. This data enabled SCB to design a tailored 5-day induction programme at the end of which graduates were allocated to the most suitable graduate programme. In addition to the products already mentioned, SCB also embedded Capp's online numerical test due to its time-recorded approach, which supports to eliminate adverse impact.

Outcomes

This was a truly global project with challenges at every stage in terms of geographical nuances. Despite this, the new process delivered impressive results:

- The SST was completed by 120,000 candidates across 30 different countries
- SBI content delivered across 30 different countries
- The SST is highly predictive of performance and likelihood of offer
- No adverse impact across 30 countries, looking across gender, ethnicity, nationality
- Removed Assessment Centre due to quality of process leading to improved and streamlined process