



Hiring the best young talent for Beiersdorf

Integrating online assessment with an applicant management system

The challenge



**3,000
applications**

With 3,000 applications, Beiersdorf needs to spot those candidates most likely to succeed efficiently.

Introduction

With world-renowned brands including Nivea and Eucerin and a strong employer brand, Beiersdorf has little difficulty attracting young talent. The company has developed a comprehensive talent strategy for young people – from apprentices and students to interns, working students and trainees. Beiersdorf receives thousands of applicants for trainee roles and needs to be able to spot strong candidates early on and in a fair and efficient manner.

By integrating online assessment with its applicant tracking system, the company has increased its efficiency and the likelihood of selecting the best talent.

Homing in on the best applicants

Each year Beiersdorf receives 3,000 applications for its six trainee roles. Therefore, it's essential for the hiring team to focus on the best candidates early on and maintain its positive employer brand. To do this, Beiersdorf chose an online application process.

The hiring team engaged Aon's (previously cut-e's) Assessment Solutions and set two clear requirements for its selection process: To make use of valid selection tools and to implement a modern and automated application process.

“It was vital for us to have a pre-selection process based on valid assessments that are attractive to our target applicant group.”

Kevin-Lim Jungbauer, HR diagnostics and talent assessment expert at Beiersdorf

The solution



Automated recruitment

From assessment invitations through to result compilation.

From application to selection within a single system

First, the team decided on the most appropriate online assessments for trainee positions.

Once the assessments were selected, Beiersdorf's logo and corporate branding colours were added to on-screen designs to help strengthen candidate acceptance. Aon also designed a specific results report that gives recruiters a summary of all applicant scores as well as more detailed insights into each candidate's results.

A smooth applicant workflow was set up by integrating the Aon online assessments with Beiersdorf's SAP applicant tracking system. The entire application process now runs automatically – from issuing invitations to testing to the final transmission of results to candidates.

This new automated approach:

- Saves time
- Saves money
- Increases efficiency
- Allows recruiters to access relevant candidate information from one centralised system

“Aon's online assessments use state-of-the-art psychometrics, provide applicants with a fair and efficient application process and provide our recruiters with valuable candidate insights through the clearly structured reports. Moreover, Aon has developed our own corporate scoring model for us, giving us a highly reliable basis for decisions about selection.”

Kevin-Lim Jungbauer, HR diagnostics and talent assessment expert at Beiersdorf

The outcome



Select the best talent

The best talent is selected with the use of Aon assessments and processes.

Efficiency and fairness

By using valid talent assessments early in the application process, only the most promising applicants progress to the later stages. The next steps in the selection process are now more efficient due to the greater proportion of suitable candidates.

All trainee position applicants now undergo the same assessment procedures, making the recruitment process standardised and fair. This objectivity increases the perception of the employer brand. A fair selection process helps improve the acceptance of the process among rejected applicants and the motivation among those joining the company.

“There is a partner-like cooperation between us and the Aon consultants. They supported us during the development and implementation phases and are highly knowledgeable and customer-oriented.”

Kevin-Lim Jungbauer, HR diagnostics and talent assessment expert at Beiersdorf

Contacts

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Assessment Solutions

Aon's Assessment Solutions includes the cut-e and CoCubes brands and operates as part of Aon's global offering in talent solutions, helping clients achieve sustainable growth by

driving business performance through people performance. Aon's Assessment Solutions group undertakes 30 million assessments each year in 90 countries and 40 languages.

About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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