Engaging applicants and showcasing technology at Vodafone

The challenge

- To attract technologically and digitally savvy applicants for sales roles at Vodafone stores
- To establish reverse mentoring of less digitally aware managers

To attract and assess the digitally savvy who deliver great customer experience, increase sales revenue and promote digital competence.

The solution

Targeted, re-designed attraction and selection process

- Focused career webpages
- Gamified attraction tool for potential applicants
- ‘Killer questions’ to rule out those not meeting the base requirements
- Online assessments
- Real-time analytics dashboards
- Creation of the ‘Digital Ninja’

The outcome

- 30% reduction in time-to-hire
- Nearly 50% continued with the game until the highest level
- Applications received from over 90% of those who played the game
- Nearly 18% invited to online assessment
- Application time reduced to under 3 minutes
- 200 Digital Ninjas now in place across Vodafone Spain
Digital Ninjas
as reverse mentors
Digital Ninjas mentor senior leaders to help them understand how customers and their needs are changing.

The detail
Seven week campaign to attract, assess and hire Digital Ninjas

- 8,000 potential applicants
- 1,500+ started the game and 700+ continued to the final level
- 1,400+ applied online and answered ‘killer questions’
- 450+ invited to complete online assessments
- 130 recruited

The chosen ones: 130 Digital Ninjas

Digital competency profile
Online assessment identifies potential Digital Ninjas focussing on digital competencies.

“...because of its strength in objective assessment, as well as its innovation with, and use of, technology. But we also wanted a partner who would support and guide us as we designed our new process. Using the game early in the application process gave us employer differentiation; we stood out from other recruitment processes and demonstrated how we deploy technology. We now better engage with our applicants – and there is a more uniform, transparent approach which candidates welcome.”

Rebeca Navarro, Head of Talent, Training & Diversity, Vodafone Spain

About cut-e: Founded in 2002, cut-e (pronounced ‘cute’) provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon’s Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.