The role of online assessment in attracting and selecting young potential

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Siemens offers one of the largest *in-company* professional training systems in Germany.

### Training costs Germany: 177’ € p. a.

- **2,203 appointments in 2011**

#### Technical trainees, (143 female)
- 1,493 (68%)
- Of these dual courses, (66 female)

#### Commercial trainees, (259 female)
- 447 (20%)
- Of these dual courses (114 female)

#### Students at the Siemens Technical Akademies (36 female)
- 263 (12%)
- Of these dual courses (4 female)

#### External Trainees

<table>
<thead>
<tr>
<th>Trainees from business associations</th>
<th>90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other external trainees</td>
<td>2,500</td>
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### Trainees (2011/09/30): 7,040

- **Technical Professions**
  - 5,410 (450 female)

- **Commercial Professions**
  - 1,080 (680 female)

- **Siemens Technical Akademies**
  - 550 (70 female)
Since Siemens offers a professional dual education, a great number of applicants has higher education entrance qualifications.

The number and composition of applications vary according to region.

**Applicants’ qualifications**

- **University Entrance Qualification**
  - 57%
- **Secondary School Qualification (9 years)**
  - 36%
- **Secondary School Level I Qualification (10 years)**
  - 7%

**Applications p.a.**
- approx. 40,000

**Participants in online assessment (all applicants)**
- approx. 6,300

**Participants in oral selection process (after pre-selection)**

**Appointments 2011**
- 2,203
Demographic change has resulted in the following challenges for recruiting

✓ Training is becoming an applicants’ market.
✓ There are too few applicants* in relation to positions to be filled (especially for technical careers and dual study courses).
✓ Competition for suitable applicants is becoming tougher.
✓ Prospects for applicants must be made more attractive.

We will be the ones applying to applicants in the future!

* The term applicant applies to members of both sexes.
Our key requirements for 'Recruiting Excellence'

1. **Response to demographic trends:** Through targeted marketing and a future-oriented selection process, we can better utilize applicant potential.

2. **Best fit selection for our partners:** We ensure that we attract young people best suited for ourselves and our partners.

3. **Innovation und quality:** Our innovative online assessment and high-quality overall process ensure modern and efficient aptitude tests and employee selection.

4. **Flexibility and efficiency:** We can deal with a high number of applicants with relatively few resources.
'Recruiting Excellence' is about high quality throughout the entire process.

- Applicant marketing
- Online application and online assessment
- Test for *Best fit*
- Repetition modules for quality assurance
- Moderated oral selection

**Overall Quality**
Our job application tips offer valuable advice for your application

[Image]

www.jona.mentaga.de/bewerbungstipps

Jobnavigator - What career suits me?

Teste die Tests ("Test the tests") - What should I expect at the online assessment?

Tipps & Tricks - What is important?

Info video - The Siemens application procedure in three steps

Info video - How does the online assessment work?

www.siemens.de/ausbildung
Best fit through online assessment + selection interview

Paradigm shift: The initial selection is based on the degree of aptitude and not on grades.

So far, these applicants had not been considered (due to grades).

By checking the applicant’s abilities in the online assessment, we can tap vastly greater potential.
online assessment (OA) enables us to examine meaningful applicant abilities.

Determining degree of suitability

**Technical OA**
- Pattern recognition
- Drawing logical conclusions
- Numerate thinking
- Numerate reasoning
- Spatial awareness sense
- Color vision test

**Commercial OA**
- Understanding language
- Logical thinking
- Numerate thinking
- Numerate reasoning
- Verbal reasoning
Adaptive tests enable efficient and individual applicant-optimized diagnostics

✓ The adaptive test does not have a set number of exercises.
✓ The exercises are generated based on the assumed ability level of the applicant.
✓ The test is tailored to the individual and as a result its accuracy is improved.
'Recruiting Excellence' offers advantages to applicants...

- The initial selection process provides an incentive to apply, as it takes no account of grades.
- Attractive and targeted appearance
- Flexibility
- Cost and time savings
- No school time missed as a result of written tests on site
- Fairness, lack of discrimination, equality of opportunity
- Quicker decisions to hire and acceptances
... and to our partners

- Attractive, targeted appearance of process sends signals to the market.
- Higher utilization of market potential
- Best fit selection keeps up with the demands of demographic change
- Better differentiation through adaptive testing
- High level of quality and reliability
- Quicker hiring-decision process and thus early applicant commitment