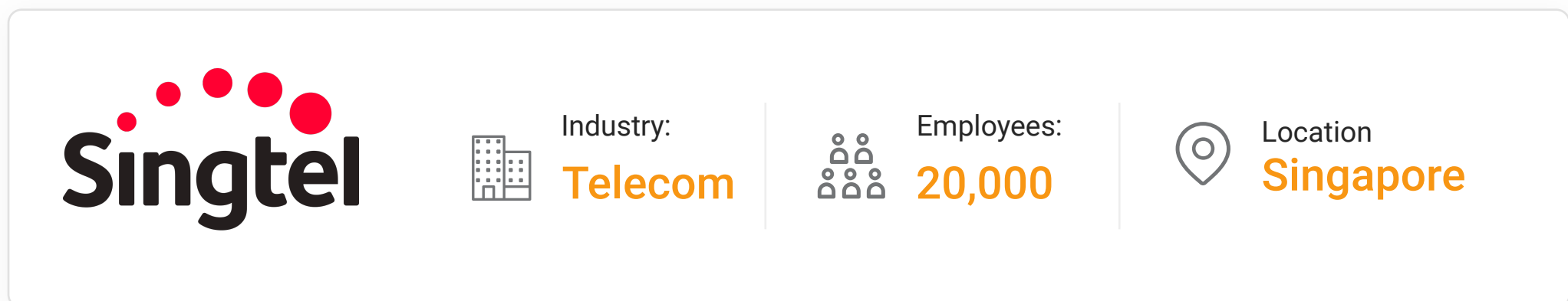


How Singtel automated pre-screening & competency-based assessment with Impress.



About Singtel

The Singtel Group is Asia's leading communications group.

They have a diverse range of services including fixed, mobile, data, internet, TV, information communication technology (ICT) and digital solutions.

The Group has a vast network of offices throughout the Asia Pacific, Europe and the USA, and employs 20,000 staff worldwide.

Requirements

Singtel HR team's goal was to provide a seamless experience for candidates in their multi-stage assessment process on a single chat-based platform. They also wanted Robotic Process Automation (RPAs) to handle manual, repetitive tasks previously managed by the team.

Solutions

Impress provides a seamless application experience for candidates in a multi-stage assessment process in recruitment using an automated and centralised AI-based platform. Our platform also helped automate repetitive and low value-added tasks for recruiters.

Results

Offered an engaging experience for all candidates, helping to make the multi-stage assessment process more seamless.

Helped create a centralised dashboard for recruiters which uses data analytics to provide insights around leading indicators of talent attrition and potential.

Starting the journey to provide a seamless experience for candidates in a multi-stage assessment process using a single chat-based platform.

Singtel wanted to create a seamless candidate experience for the Singtel Management Associate Programme which has a multi-stage assessment process. The two-year programme, which is designed to nurture effective leaders for tomorrow's digital economy, is one of the most popular and prestigious roles for fresh or recent graduates in Singapore, receiving a high volume of candidates every year. Due to the application process, reviewing the multiple assessments and shortlisting candidates for the next stage required a lot of time and effort on the recruiter's side.

The company started researching RPAs to aid in providing a seamless experience for candidates in the application process, as well as save recruiter time that was being spent on manual, repetitive tasks. Due to the high volume of applicants, they chose Impress as the platform specialises in high volume recruitment.

“

Kate came along as the team wanted to humanise the chatbot and provide a warm persona to interact with the candidates and bring them through the various stages of the selection process beyond the initial screening.

“

The platform is user friendly and we like how the dashboard can be customized to make hiring decisions faster. More importantly, it helped to enhance our candidate experience – we are glad that many candidates liked *Kate* and enjoyed interacting with

Introduction to *Kate*: the "invisible" colleague working alongside Singtel's HR team

Kate, an 'invisible' colleague was deployed to work alongside the Singtel HR team, in the form of a chatbot-platform to manage the Singtel Management Associate Programme.

Recruiters and candidates loved *Kate* and it showed in the numbers: for Singtel, 99.9% of candidates being reviewed and informed within a couple of months showed high recruiter usage of the platform - and meant that candidates were hearing back on their applications much faster. *Kate* was able to respond to candidate queries with an accuracy of 95.9% - saving recruiter effort.



Candidates reviewed

99.9%



Response accuracy

95.9%

How Singtel's HR team achieved major milestones with Impress for the Management Associate Programme.

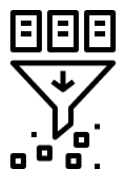
Singtel now delivers an engaging candidate experience for candidates with a faster, automated recruitment solution - *Kate*.

Impress' interactive job application process in a multi-staged recruitment process helped create a seamless and enhanced experience for both Singtel's candidates and recruiters through an automated & centralized chat-based platform. Recruiters were able to consolidate all information and assessment score on one dashboard, and candidates were able to manage their application on their one source of truth, *Kate*.



Time Efficiency

Recruiters save time in reviewing hundreds of applications and triggering external assessments



Automated & Centralized Screening

Recruiters can administer all assessments in one place and review candidates' results at the same time



Fairness

Hiding biasing information and assessing candidates objectively drives performance-based decisions - 100% unbiased hiring score



Availability

Candidates can access the bot 24/7 – close to 10% are talking to *Kate* outside working hours

About Impress



Impress is a Singapore based HR tech company. Its AI-powered platforms allow large enterprises to run their recruitment and HR processes like recruitment, onboarding, promotions, learning and internal mobility autonomously and accurately.

Impress' largest solution is an AI platform for enterprise recruitment teams, called impress.ai. It allows the creation of autonomous recruitment workflows that use conversational bots to conduct competency-based structured interviews using techniques from Industrial-Organizational Psychology. The platform interviews, engage, and shortlists candidates at scale, 24/7, and helps to fight human bias by hiding biasing information from human reviewers. It delivers 75% improvement in hiring efficiency and an improvement in employee performance and retention rates.

Get In Touch

[VISIT IMPRESS](#)[VISIT BLOG](#)[REQUEST DEMO](#)

Connect With Us On

