



Digital Assessment Centre Efficiency for Tesco

Saving time, money and the planet
without sacrificing candidate experience

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Tesco is a market-leading British retailer with stores around the world. They're the largest grocery seller in the UK – and the third largest retailer on the planet based on gross revenue.

The organisation's core purpose is 'serving shoppers a little better every day'. Tesco understand that creating a culture of trust and respect is essential to their success. They recognise talent and give their people an opportunity to develop careers with them.

Objective

We were approached by Tesco to reimagine their traditional assessment centres. They wanted to create an entirely new and original assessment process based on our cutting-edge recruitment technology solutions.

Tesco wanted to improve their early talent acquisition in an innovative way that engaged and excited candidates while introducing them to the Tesco way of working – and providing helpful tuition and feedback.

Making Tesco's assessment centres more automated and efficient – as well as reducing the number of locations – was another objective. As future talent specialists, we have designed and developed technology to help our clients revolutionise their recruitment strategy.

Impact is our digital platform for paperless assessment centres. It transforms typical time-consuming and paper-based centres into modern, environmentally friendly places devoted to candidate experience.



Tesco were thrilled by the prospect of a streamlined digital recruitment solution that would reduce costs and assessment times while supporting their contribution to meeting global sustainability goals.

To protect against the uncertainty surrounding Covid-19, Impact can also be quickly converted from a digital to virtual assessment centre. Remote assessments help organisations combat the travel, costs and social distancing challenges posed by the coronavirus – without sacrificing candidate experience.

Results

Candidates expressed enthusiasm for an original, engaging and interactive experience that gave them a chance to understand both what Tesco does, and why they work that way. The mindfulness session was particularly popular, with candidates continuing to use some of the techniques after the event.

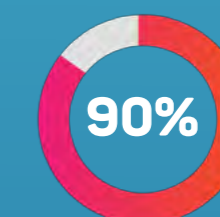
Impact also improved the assessor experience, allowing candidates' data to be scored and submitted very quickly. And, wash-up times – where assessors collaborate at the end of the event to define their final scores – were greatly reduced as candidate data could be instantly accessed.

Our digital recruitment software managed to reduce the number of Tesco assessment centres from 45 to only four.

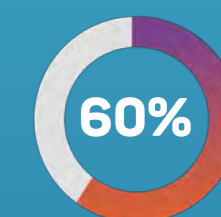
Through auto-scheduling, Impact also greatly reduced the amount of time spent planning assessments, and the amount of paper wasted.

Facts and Figures (NB: Incorporate into graphic design)

- Over 90% reduction in number of assessment centres.
- Over 60% reduction in washup times (from two hours to 45 minutes).
- Planning assessment scheduling reduced to two hours.



Over 90% reduction in number of assessment centres.



Over 60% reduction in washup time.



Solution

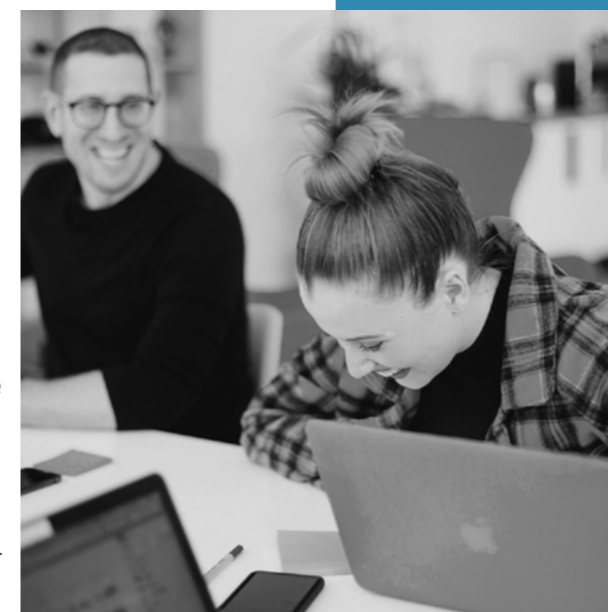
Working together with Tesco, we developed a 'Healthy Living' theme that became central to the early talent digital assessment day we designed for graduates, apprentices and interns.

By attracting different future talent streams to the same event, we made Tesco assessment centres more appealing and efficient. Each centre hosted an average of 90 candidates applying across various roles and levels.

The cross-functional element gave candidates a chance to learn about different areas of the business while introducing them to the brand's culture. Among the engaging, immersive and exciting activities we created to assess candidates were:

- Group discussions – candidates used information on the health of people and our planet to discuss ways Tesco could serve their customers, colleagues and the community better.
- One-to-one – we replaced traditional competency-based interviews with a personal chat that brought Healthy Living Ideas to life and assessed motivation in individual candidates.
- Healthy Living activities – an opportunity for candidates to gain first-hand experience of Healthy Living through a mindfulness and Tesco Families session, and a tour of the fitness centre.
- Self-reflection diary – candidates used the diary to look back on their experience and define the areas they excelled in and other areas that needed improvement.

Following the recruitment event, candidates received a feedback call and follow-up email. This closed the loop of the candidates' journey while giving them some useful information to help their career progression.



Client quote

"The day really encapsulated our culture at Tesco. It was as much about assessing the candidates as candidates learning what we are like as a supportive employer. The assessment centre was fantastically organised and a fuss-free experience for everyone."

Tesco Assessor

Candidate quote

"Tesco's digital assessment centre definitely left a really positive impression on me – both the individuals and the company as a whole."

Candidate, Tesco Recruitment Programme

