



Perkumpulan
Assessment Center
Indonesia



KONGRES NASIONAL IV ASSESSMENT CENTER INDONESIA 2015

Selasa-Kamis, 15-17 September 2015

Trans Luxury Hotel Bandung

CEB TalentCentral™ Platform

A New Assessment
Platform for the New Work
Environment

Expectations Have Increased in the New Work Environment

The new work environment is full of performance challenges, including:



Greater organizational complexity



Increased frequency of change



More interdependence



Increased access to information

↑ **27%**
12 MONTHS

In addition to an already-complicated workflow, **performance must improve** by 27% to meet business goals over the next 12 months.

HR Faces Growing Challenges

**Better Process
Visibility and Efficiency**

**Actionable Insight
and Benchmarking**

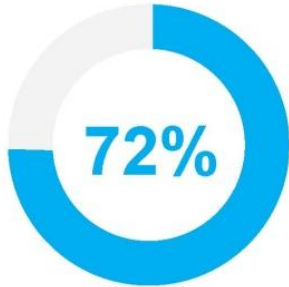
**Demand for Wider
Talent Integration**

**Increase in Candidate
Expectations**

**Fair and Objective
Decisions**

**Growing Applicant
Volumes**

Bad Talent Decisions Are Hurting Organizations



72% of applicants are considered low- to average quality.

Source: CEB 2014 Employment Branding Effectiveness Survey.



65% of hiring managers are not satisfied with recruiters' impact on the business.

Source: CEB Analysis.

Turnover

16%

All Employees^a

23%

New Hires^b

Source: CEB 2013 Turnover Benchmarking Database.

^a Includes new hires.

^b Refers to employees with tenure of one year or less.



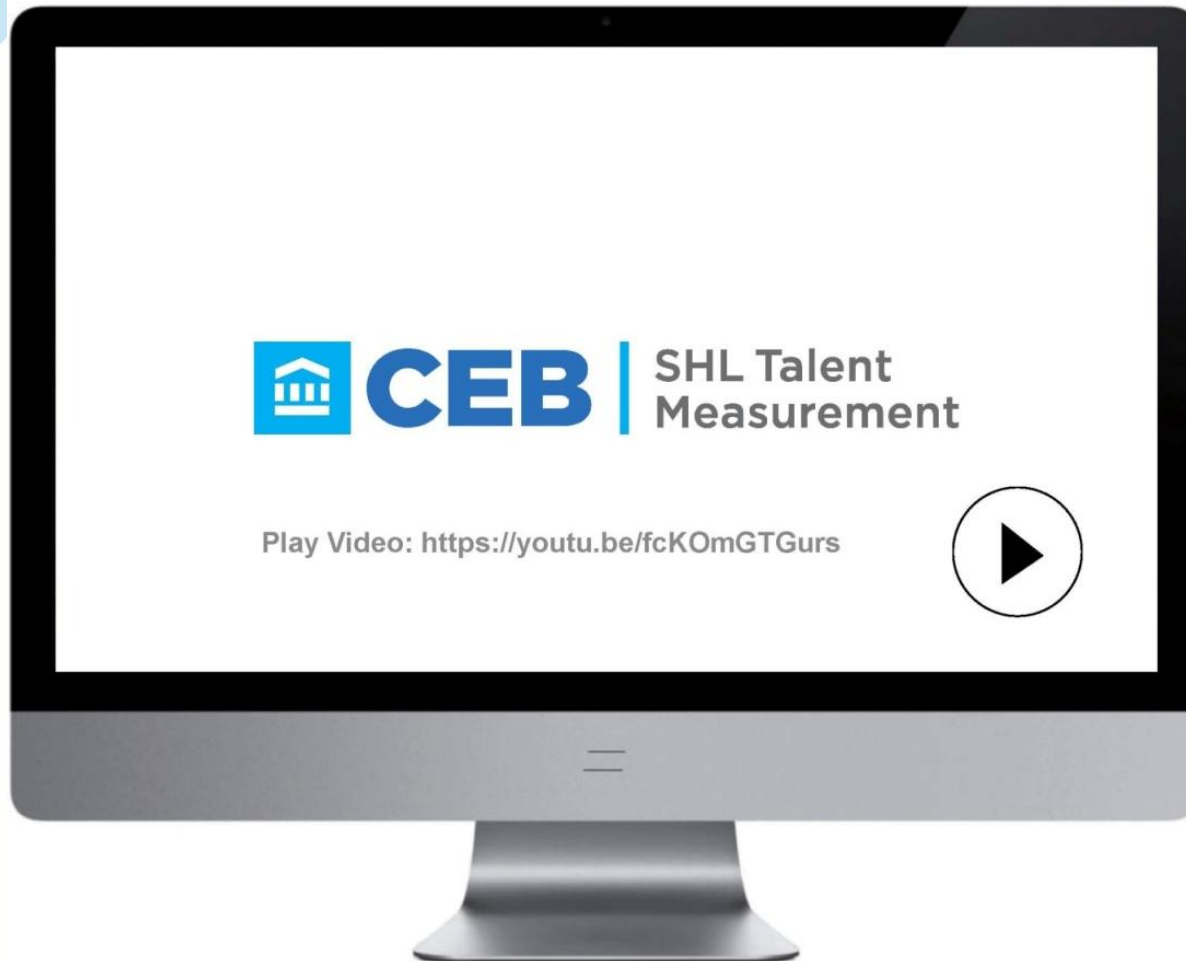
1 IN 5 new hires are considered "bad" or "regretted decisions" by hiring managers.

Source: CEB 2012 Global Labor Market Survey.

\$28 M/€22 M deficit in corporate performance per year.^a

^a Assumes 2,500 hires.

Introducing CEB TalentCentral™ Platform



Make Better Business and Talent Decisions

Drive Informed Decisions

**Better Process
Visibility and
Efficiency**



**Actionable
Insight and
Benchmarking**



**Demand for
Wider Talent
Integration**



Add Value to the Candidate Experience

**Increase in
Candidate
Expectations**



**Fair and Objective
Decisions**



**Growing Applicant
Volumes**



Make Better Business and Talent Decisions

Drive Informed Decisions

Easy to set up,
run, and analyze assessment
program effectiveness



**Better Process Visibility
and Efficiency**

Clear and actionable
candidate feedback
to guide informed
talent decisions



**Actionable Insight and
Benchmarking**

Access to talent
insight to aid decision
making at all levels of
the organizations



**Demand for Wider Talent
Integration**

Add Value to the Candidate Experience

An immersive and
engaging candidate
experience



**Increase in Candidate
Expectations**

Promotes fairness
and objectivity
throughout the
selection process



**Fair and Objective
Decisions**

Enhance your brand
during the selection and
assessment process.



**Growing Applicant
Volumes**

Easy to Set-Up, Run, and Analyze

- Save time creating, managing, and analyzing assessment projects.
- Train hiring managers and administrators quickly and easily.
- Minimize project set-up errors.



Clear and Actionable Candidate Feedback

- Focus on the most critical information.
- Provide strong support for your recruitment and development discussions.
- Make key talent decisions quickly and easily.



Contact Center Service and Sales Agent

Overall Score  85 Recommended

Instructions

Prepare for the Interview:
In order to conduct an effective interview, appropriate preparation needs to take place. It is important to complete the following before interviewing an applicant:

- Become familiar with the competencies associated with the job and choose one or two questions from each competency to ask the interviewee.
- Review the candidate's application or resume and make note of any issues that you need to follow-up on. Some examples of potential issues are gaps in employment or working at a job for less than a year.

Greeting and Introduction
Now you are ready to meet the applicant. When greeting the applicant introduce yourself and provide him/her some background information about yourself. Explain the purpose of the interview, for example, "The purpose of the interview is to determine if there is a match between your interests and qualifications and the position." Provide the interviewee with a brief overview of the interview structure so that he/she knows what to expect. Here are some tips for structuring the interview:

- Take notes. It will make it easier to evaluate the applicants afterward without forgetting the specific details.
- Tell the applicant that there will be time at the end of the interview for any questions that he/she may have.
- At the end of the interview tell the applicant about the company and the specific job that he/she is applying for.


Ask Competency-based Interview Questions:
Now you are ready to begin asking questions. Begin with questions that you have about the interviewee's application or resume. Ask questions about his/her previous work history or any potential issues that you noticed from the resume. When these are complete, transition into the structured part of the interview by asking questions associated with competencies for the job. Probe the applicant to give you a complete answer by asking Situation, Behavior, Outcome probes.

Bring the Interview to a Close:
When all of the questions are asked, you need to close the interview. Give the applicant specific details including the job duties, hours worked, compensation, and information about the company. Sell the position and company to the applicant by emphasizing job fit, sources for job satisfaction, and opportunities for growth. Finally, close the interview by thanking the candidate for his/her time and by giving her/him a timeline for the application process.





Rate the Applicant:
The last step is to evaluate the candidate. Some tips to help you complete a good evaluation are:

- Review notes.

Contact Center Service and Sales Agent

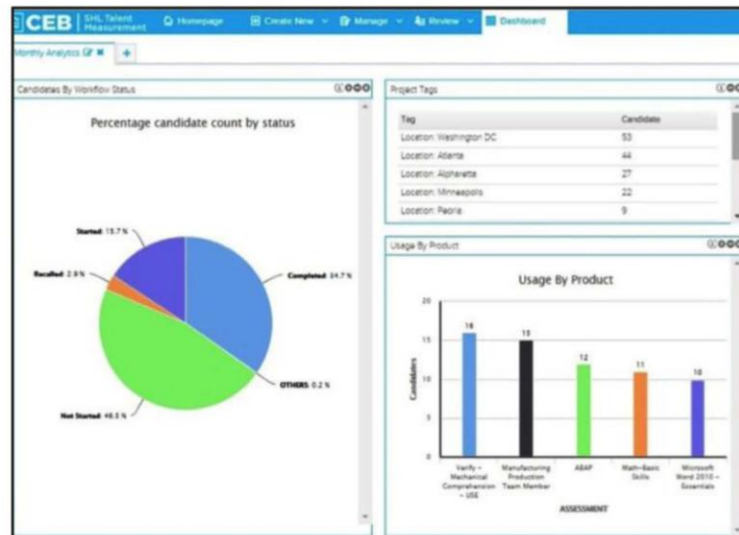
Overall Score  85 Recommended

Additional Scores

Navigation	 97	This measures a candidate's interactions within a nearly contact center environment by providing a workplace that simulates multiple customer service-based applications running on a remote desktop environment. The candidate tends to excel in navigating between multiple computer screens to find information. He/she is able to determine which application contains the information needed to solve the customer's problem. Based on this information, the candidate is more likely than others to perform well on the job when navigating through multiple screens.
Service Orientation	 54	This measures a candidate's tendency to focus on meeting customer's needs in a simulated telephone call context. This includes the tone and language used to respond to customer's questions, apologizing when appropriate and providing solutions that directly relate to customer's requests. The candidate will usually greet customers with enthusiasm and be polite when speaking with customers. At times, the candidate may not have patience with customers and may not offer viable alternatives.
Tactical Problem Solving	 51	This measures a candidate's tendency to engage in problem solving with customers in the context of simulated telephone calls. This includes acquiring necessary information from both customers and systems to understand the nature of the problem, coming through with urgency to determine the correct answer, and tactfully explaining the resolution of the situation to customers. The candidate will sometimes have the tendency to detect and solve problems using a computer system. He/she may acquire some of the necessary information, but may have difficulty interpreting that information and offering solutions to the problem. This candidate is likely to be an average performer on the job.
Data Entry Speed	 75	This measures a candidate's ability to enter and record information received from customers quickly. This is measured by the number of gross keystrokes per minute typed by an applicant. The candidate tends to quickly enter information when listening to customer calls and entering data into fields on a computer screen. He/she will likely be more satisfied than other candidates when doing this task, and will likely perform this task well on the job.
Data Entry Accuracy		This measures a candidate's ability to enter and record information received from customers accurately. This is measured

Real-Time Talent Insight

- Align your talent strategies to changing needs of your organization.
- Drive trust in, and use of, talent data to make key decisions.
- Provide visibility into program effectiveness to drive ongoing improvement.



Immersive and Engaging Candidate Experience

- Enhance your candidate experience.
- Leverage the latest assessment experiences and technologies.
- Strengthen your employer value proposition.



Assessment home

Before you start, you may want to [Understand More About Assessments](#).
You have 1 assessment(s) to complete by 12-31-2015

Assessment name	Task	Status	Overall time you will need	Time Allowed	What you need
Personality Questionnaire	Take Assessment	Not Started	25 minutes		Mouse

Fair and Objective Process

- Enhance the fairness and objectivity of your selection processes.
- Use assistive technologies for candidates with disabilities.
- Receive a dynamic, results-based candidate ranking.

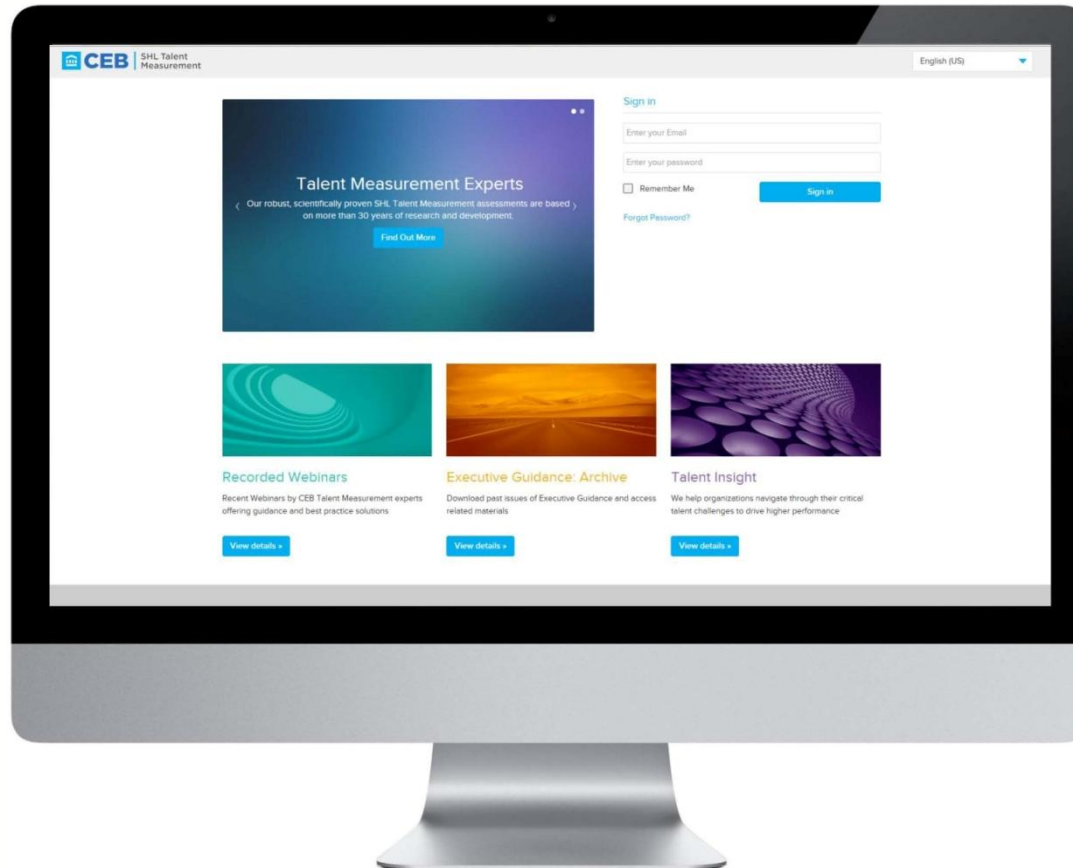


“CEB and SHL Talent Measurement™ is the only talent measurement provider to have taken the diversity and disability issue into their DNA. They are light-years ahead of other assessment providers in this area and operate well above any requirement of the law.”

Kate Hedley, CEO
The Clear Company

the clear company

CEB TalentCentral™ Platform



Home Page

Choosing
Assessments

Assessment
Preview

Dashboards

Setting up a
Project 1

Setting up a
Project 2

Talent Management

CEB enables more precise talent management by delivering insights and solutions to drive your business performance.

Plan

Metrics That Matter™

Metrics, external benchmarking, and insights enabled through cloud-based talent analytics software to improve the business impact of talent development programs

CEB TalentNeuron

Talent supply–demand and cost data, predictive analytics, and decision support to improve talent investments and deployment decisions

Recruit | Assess

SHL Talent Measurement™

Selection and employee development assessments pre-hire and post-hire to measure competencies and improve performance in the areas:

- Predicting hiring success
- Maximize leadership impact
- Unlock talent potential
- Harness team effectiveness

Develop

Leadership Academies

Dynamic learning experiences that build the key competencies required for mid-management professionals to shift from “functional operators” to truly strategic business contributors

Engage

Workforce Surveys

Survey offerings based on CEB’s best practice research that generate workforce insights to align employees with corporate strategy and drive business performance

Perform

CEB’s Performance Impact Solutions

Strategy audit, redesign, and change management for performance management and development to improve efficiency, line satisfaction, and outcomes

Leadership Councils

CEB offers more than 50 different Leadership Council memberships aligned to functional and key industry leadership roles. Leadership Councils deliver insights, tools, and advice from the best companies to help you and your organization save time and make better decisions.

HR Consulting

CEB’s HR Consulting services offer roadmaps and strategic and implementation support across all critical HR activities.

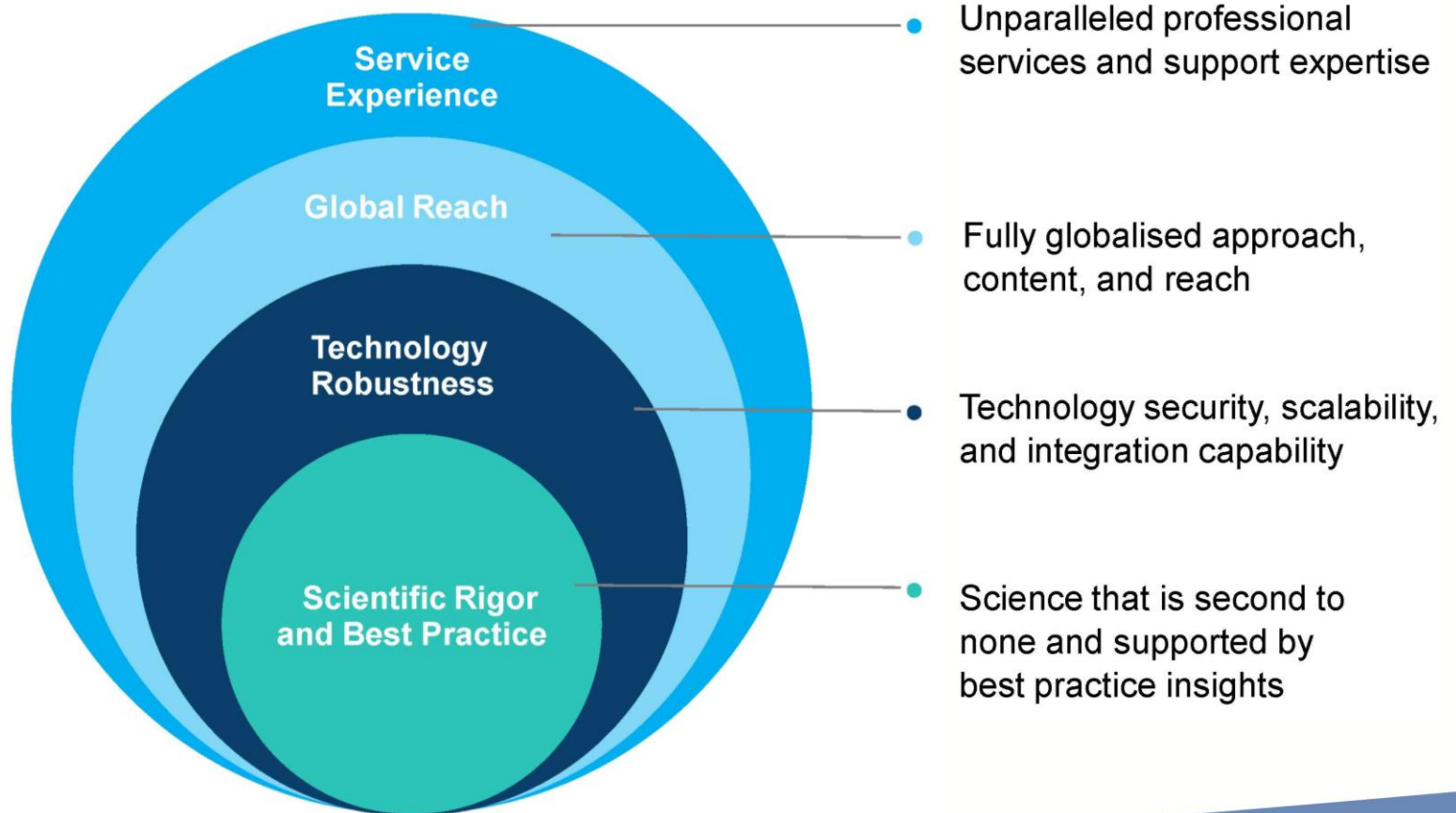
Conclusion



If all we do is put multiple-choice tests on computer, we will not have done enough to align assessment with how technology is coming to be used for classroom instruction.

Sadly, our progress in using the computer to improve assessment has been limited.

Underpinned by CEB and What the Best Companies Do TM



Thank You