

Implementation of Psychodiagnostics and Job Matching into a recruitment chatbot UniCredit Bank

Case study

Goal

- ✓ **Cost savings, more efficient and faster recruitment**
- ✓ The possibility of **screening 100% of candidates**, equal chances for all
- ✓ **Simplifying recruitment** for managers

What is it about?

- ✓ We incorporated psychodiagnostic methods and Job Matching into UniCredit Bank's smart recruitment chatbot.
- ✓ Thanks to this, we can identify the prerequisites for success in the position already at the first stage of the selection process.

Smart chatbot

- ✓ It investigates typical HR questions
- ✓ Identifies potentially successful candidates
- ✓ Can identify potential for a position other than the one the candidate is primarily applying to
- ✓ Suggests behavioral questions for managers for the next round of interviews based on the candidate's specific results
- ✓ Immediately offers clear outputs for the manager and the candidate

What situation did our client, UniCredit Bank, deal with?

Over time, **turnover increased**, and with it, the recruitment volume. There were **fewer candidates** on the market, and more attention was needed on factors such as personality, motivation, and willingness to learn.

PREVIOUSLY

The bank was perceived as an attractive employer, and **turnover** in the industry was very **low**.



But that was not enough...

Change in the labor market

There was a new need for outsourcing in recruitment, and greater emphasis was placed on reducing costs.

Therefore, the client focused on creating **standardized procedures/questionnaires** and screening.

NOWADAYS

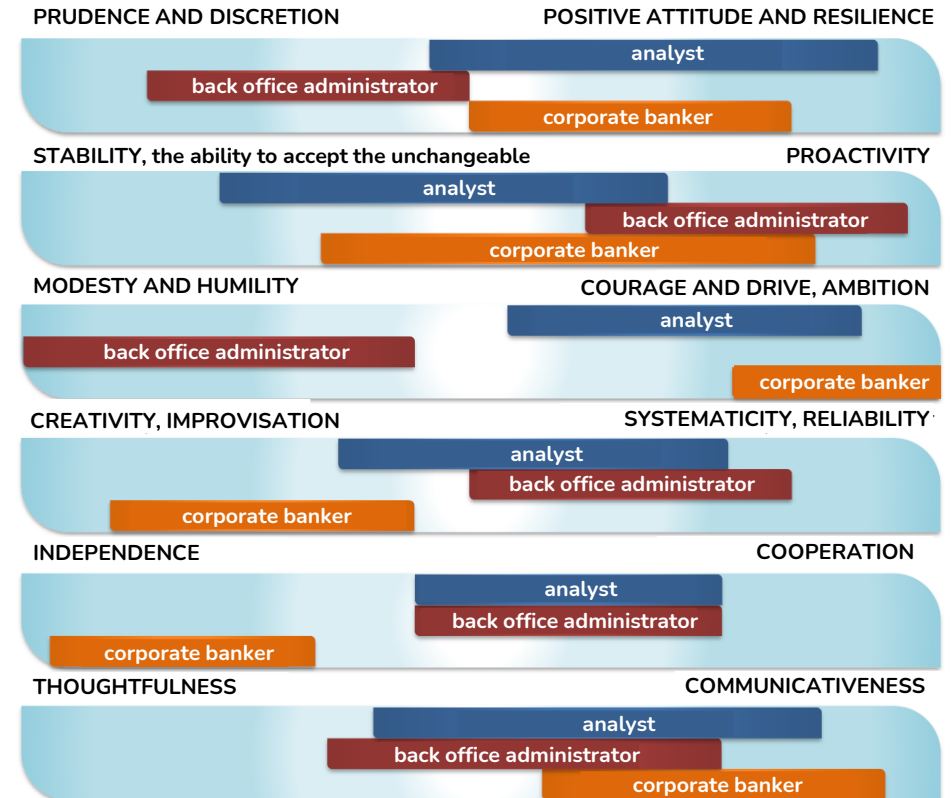
The drive for further simplification brought with it the **necessity of digitization** and the **development of a smart recruitment chatbot**, including implemented **Psychodiagnostics** and **Job Matching**.

How did we proceed with the implementation of psychodiagnostic tools?

- ✓ The client established criteria for success and employee satisfaction.
- ✓ We developed a specific, tailor-made psychometric questionnaire.
- ✓ We verified/disproved hypotheses on real employees.

Thanks to the implementation of **Psychodiagnostics** and **Job Matching**, the chatbot is able to identify which position the candidate has **the best qualifications** for.

Thanks to success or talent metrics, it was possible to calculate which profile has a greater chance of succeeding in a given position.



Result

- ✓ More efficient and faster recruitment
- ✓ Easier orientation in the output for the manager
- ✓ The candidate can get an offer for a better (more suitable) position
 - ✓ More precise criteria for the given position
 - ✓ Not only the evaluation of the candidate, but also the collection of other data → **effective recruitment strategy**

Normal recruitment



- ✓ 50% candidates
- ✓ 75 minutes + interview
- ✓ 42 days

Recruitment with a chatbot



- ✓ **100%** candidates
- ✓ **41 minutes** + interview
- ✓ **25 days**