Case Study

HireLabs' launches assessment center for Bank Alfalah's university recruitment strategy

Saleem Qureshi
CEO | HireLabs

The banking sector is rapidly evolving, and the workforce needs to keep instep with the new regulations and compliance.

HireLabs has designed a portfolio of competency-based assessments specifically for the banking sector, which will help leadership teams in optimizing the skills sets present in their workforce.

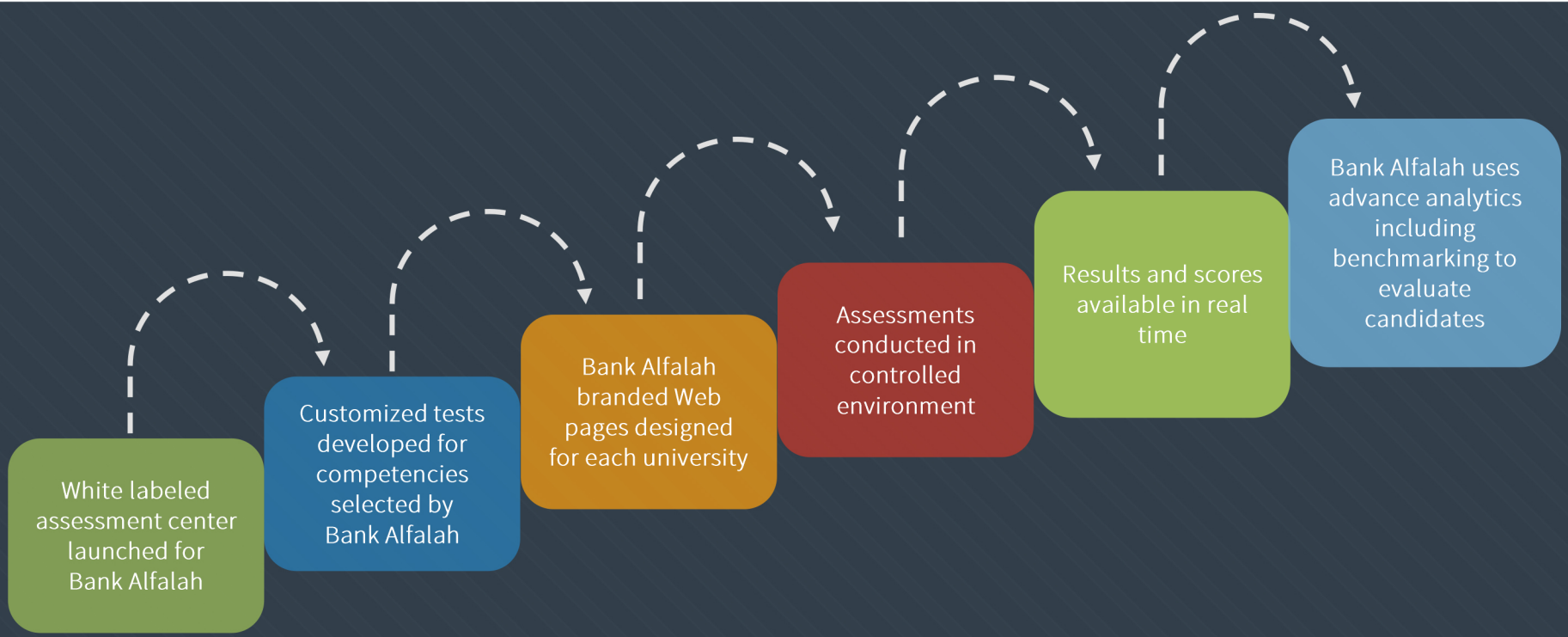
We would like to congratulate Bank Alfalah on using assessment tools and being at the forefront of workforce development.

HireLabs

Bank Alfalah wanted to use competency-based assessments as a part of its recruitment strategy at universities.

HireLabs developed a customized platform for Bank Alfalah, which would host assessments customized for this initiative

The Bank Alfalah journey using assessment centers



6 Reasons Why HireLabs

6 Reasons Why Bank Alfalah Chose HireLabs

Employer branding

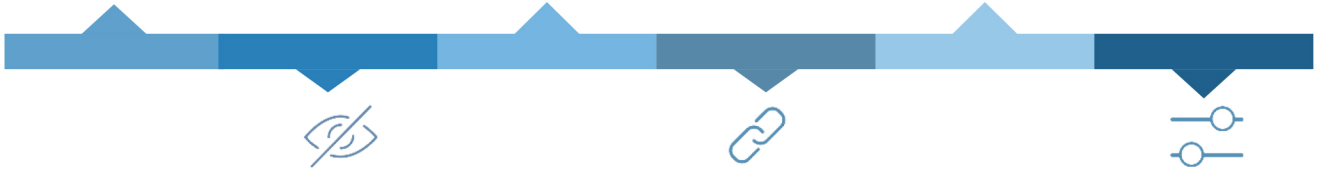
Conducting a sophisticated recruitment drive in the leading universities of Pakistan on separate Registration Dates.

Automation

Shifting from paper based testing to online testing

Benchmarking

Filtering eligible candidates systematically through GPA Benchmarking



Address cheating

Minimizing the risk of cheating through the shuffling feature in the system, making the recruitment drive more transparent and systematic

Consolidation

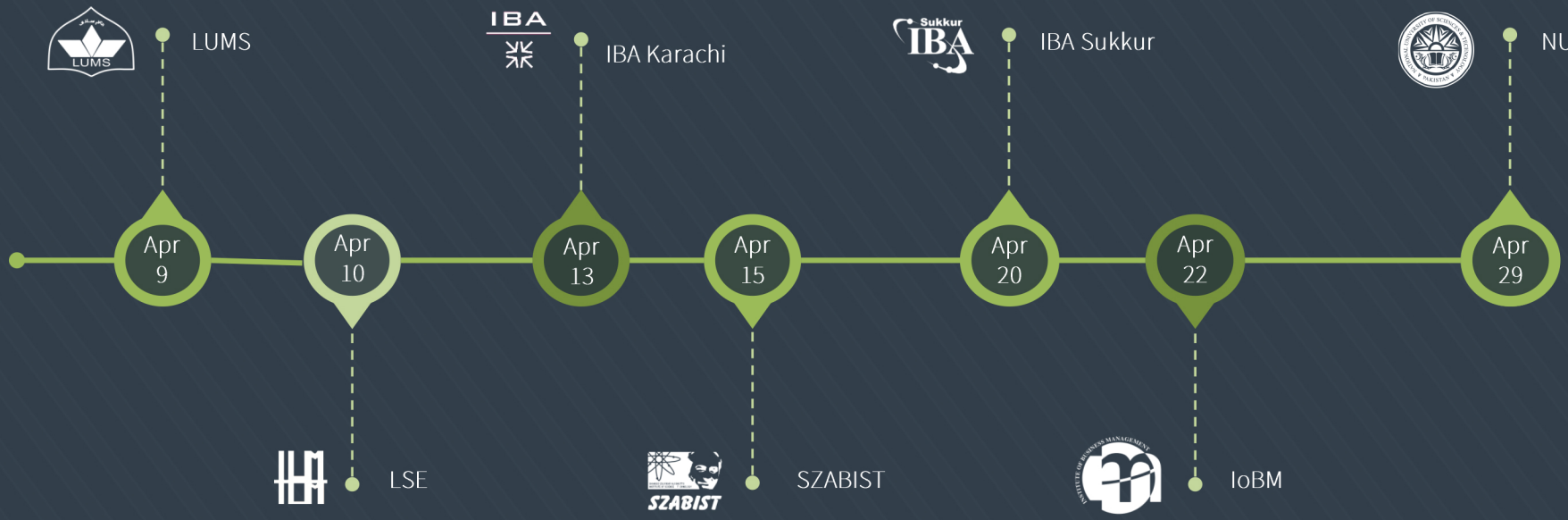
Organizing graduate entries in the form of a talent pipeline

Customization

Collecting short essays with word limits

Attracting talent in the Banking Sector

All onsite assessments conducted in one month



7

Pakistani Universities

Participating Universities

Bank Alfalah branded web pages developed for each university to allow for bespoke registration

NUST
Islamabad

LSE
Lahore

LUMS
Lahore

IoBM
Karachi

IBA
Karachi

IBA
Sukkur

SZABIST
Karachi

Candidates registered **482**

8

Foreign Universities

Pakistanis from Foreign Universities

A separate web page was dedicated to candidates who graduated from foreign universities

University of Waterloo

University of London

University of Warwick

University of Keele

Brunel University London

Oxford Brookes University

University of Nottingham

University of Sunderland

Candidates registered

33

Bank Alfalah's requirements from its university recruitment strategy

"We want to test
4 competencies.
We want difficult tests.
We want to recruit only
a select few"

- Bank Alfalah HR

Business Math

Business English

Integrated Reasoning

Logical Reasoning

ONE
Assessment

Four
Tests

Business Math

Constructs Measured:

1. Computation of averages
2. Percentages and geometry
3. Calculating rate of change
4. Probability & Word problems

Business English

Constructs Measured:

1. Vocabulary
2. Comprehension
3. Sentence structures
4. Written business communication

Integrated Reasoning

Constructs Measured:

1. Analysis of multiple data sets
2. Testing complex situations
3. Comprehension
4. Multivariate analysis & Data mining skills

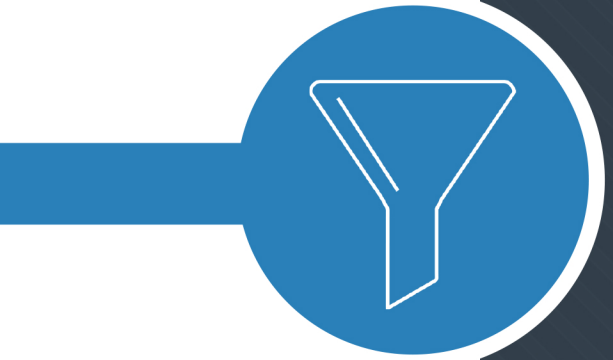
Logical Reasoning

Constructs Measured:

1. Discerning logical patterns
2. Sequences
3. Formulating coherent story patterns
4. Solving word & picture

Early Registration

Two reasons

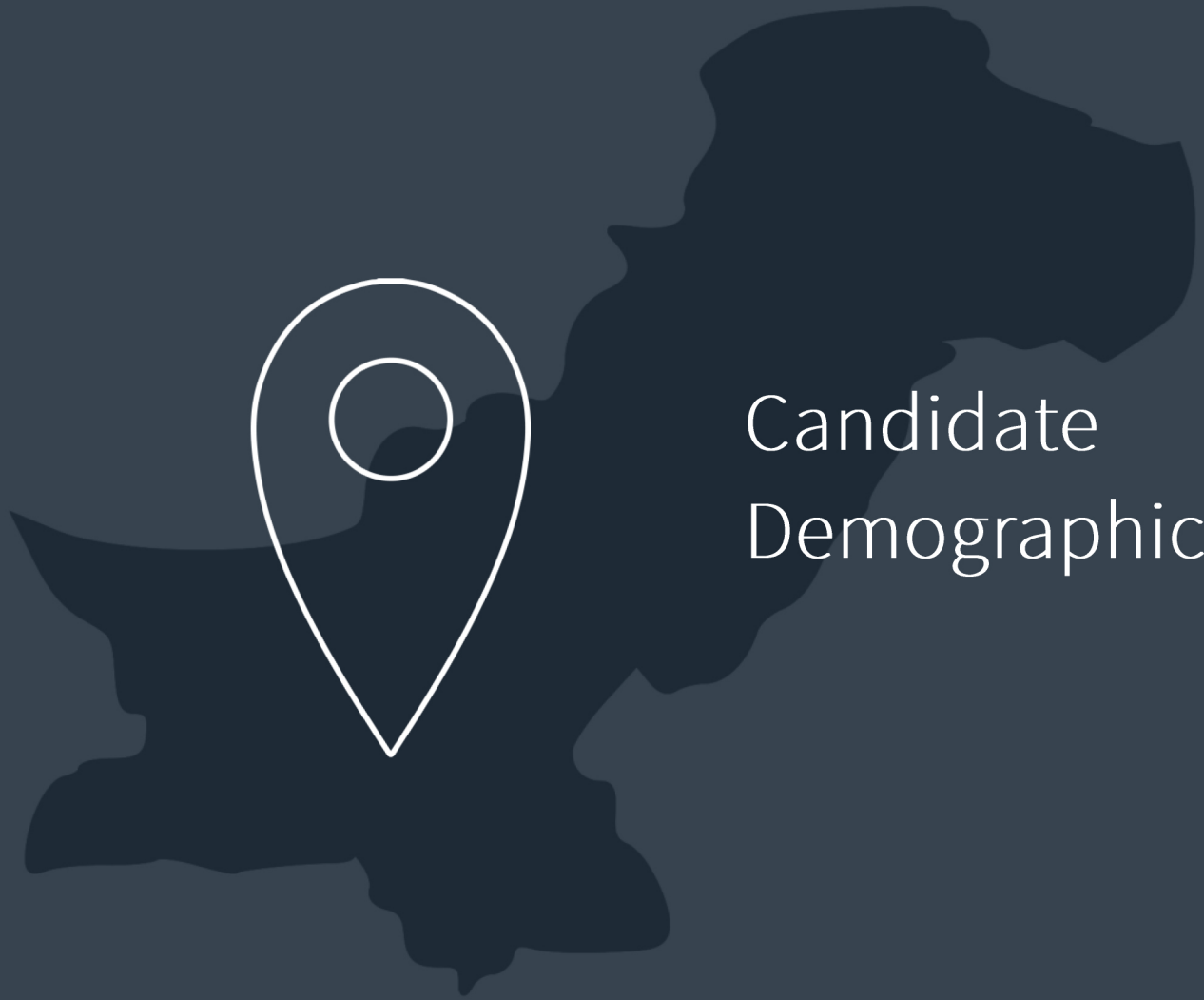


Filter Candidates by GPA

A different minimum GPA requirement was established for each university and a filter was added to the registration process to only accept those who met the requirements. Those who qualified were enrolled.

To avoid confusion on the day of the assessment, each candidate that met the GPA requirement was sent a welcome kit which provided guidance on where and when to arrive.

Save time on the day of assessment



Candidate Demographics

Fishing for GPA

515

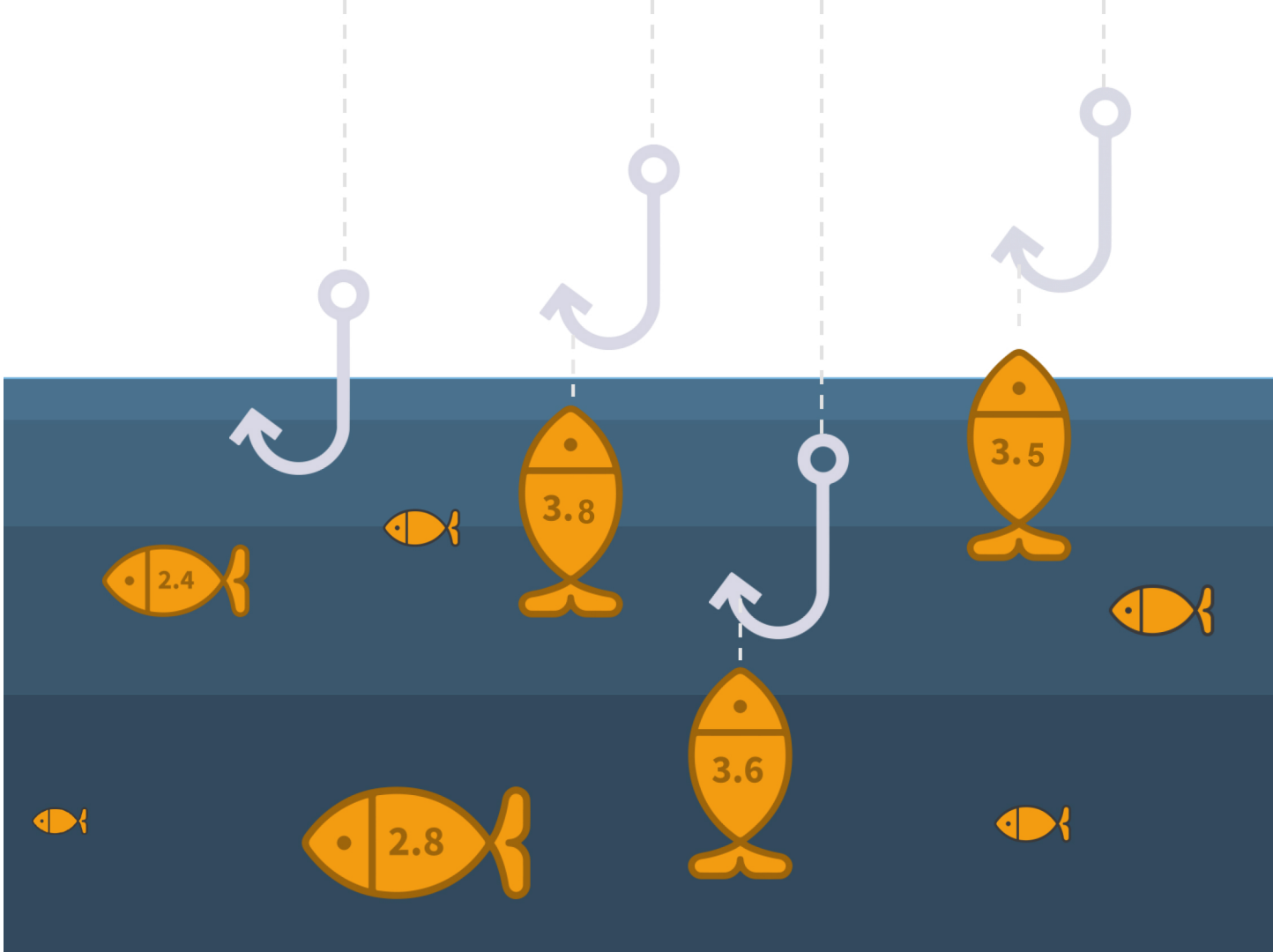
Candidates registered for the assessment

391

Candidates met the GPA Benchmark (GPA > 3.00)

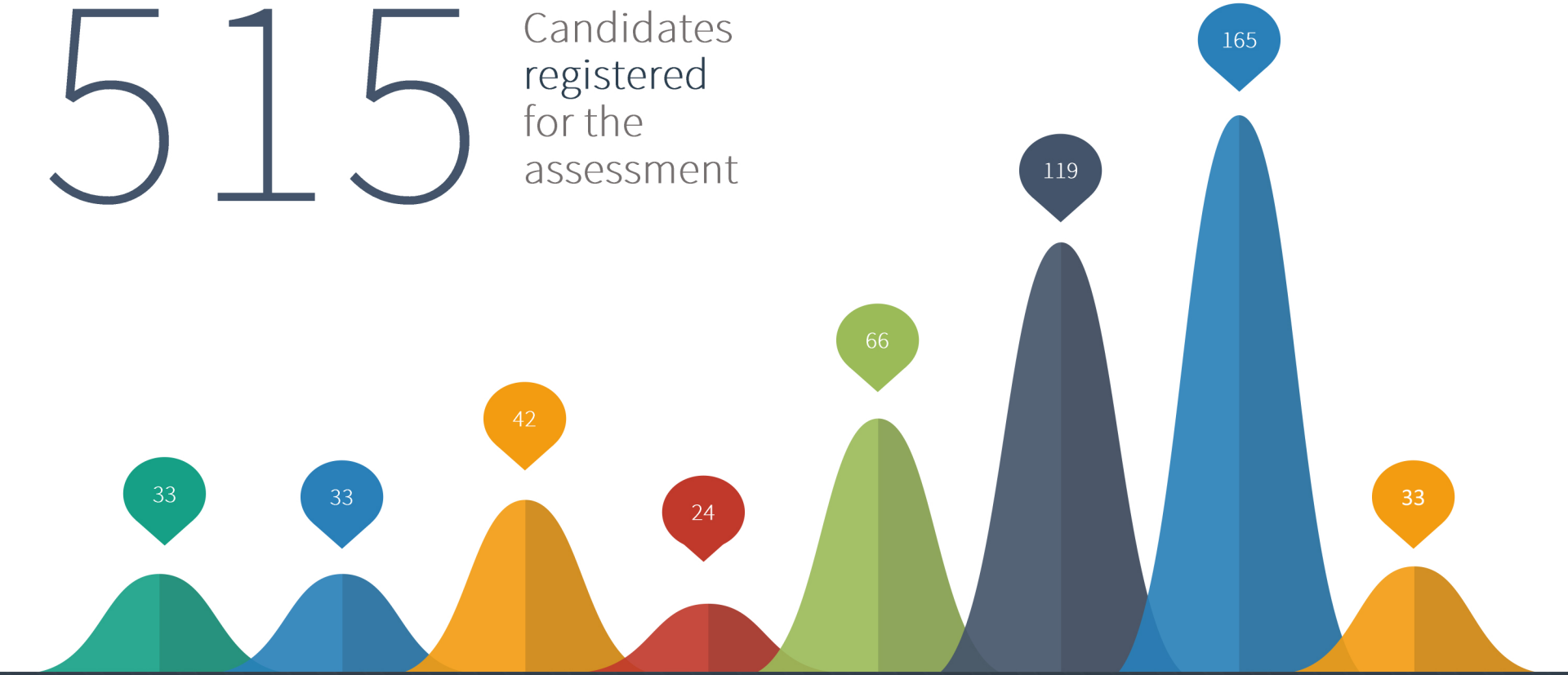
124

Candidates did not qualify based on low GPA (GPA < 3.00)



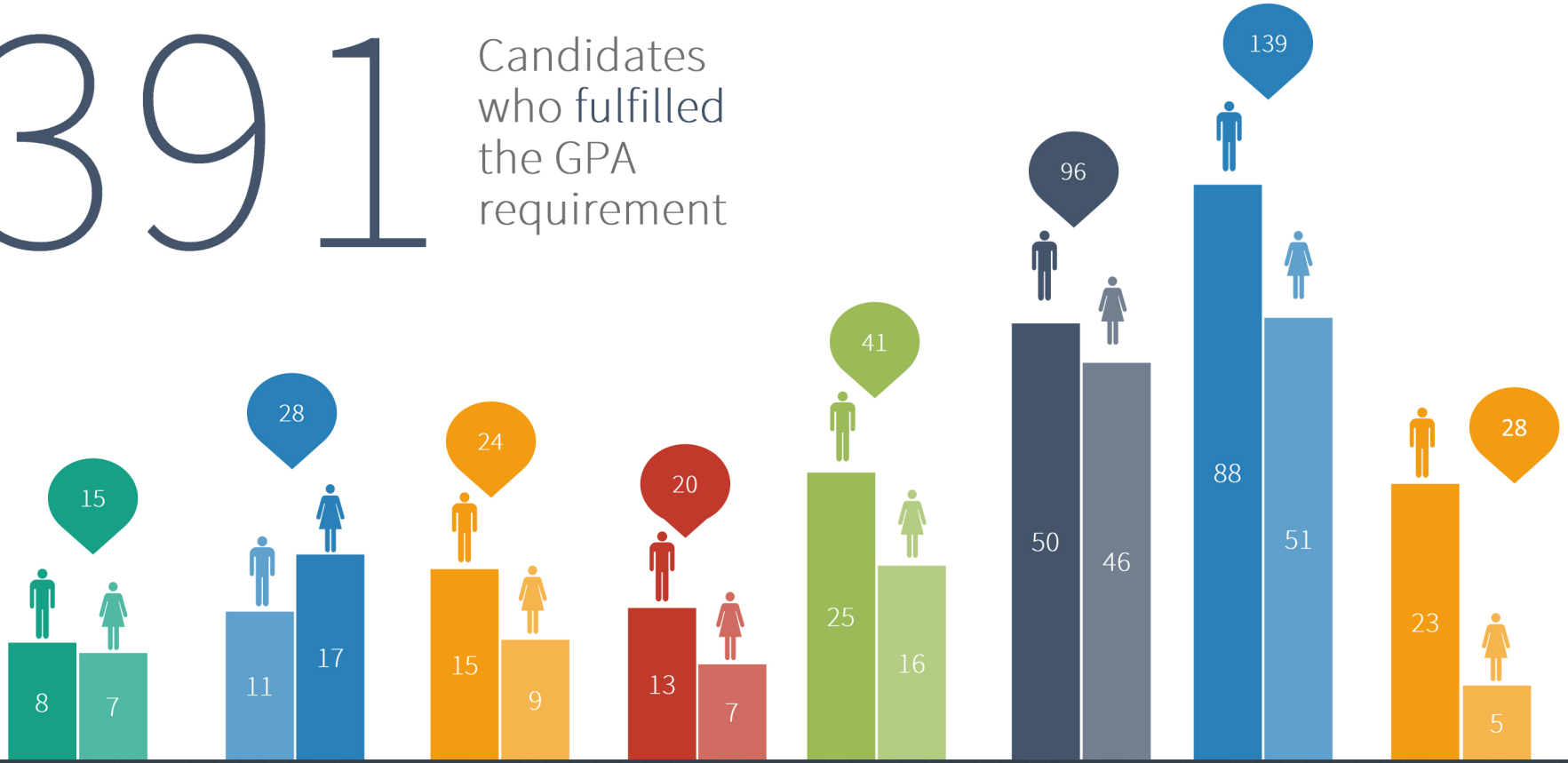
515

Candidates registered for the assessment



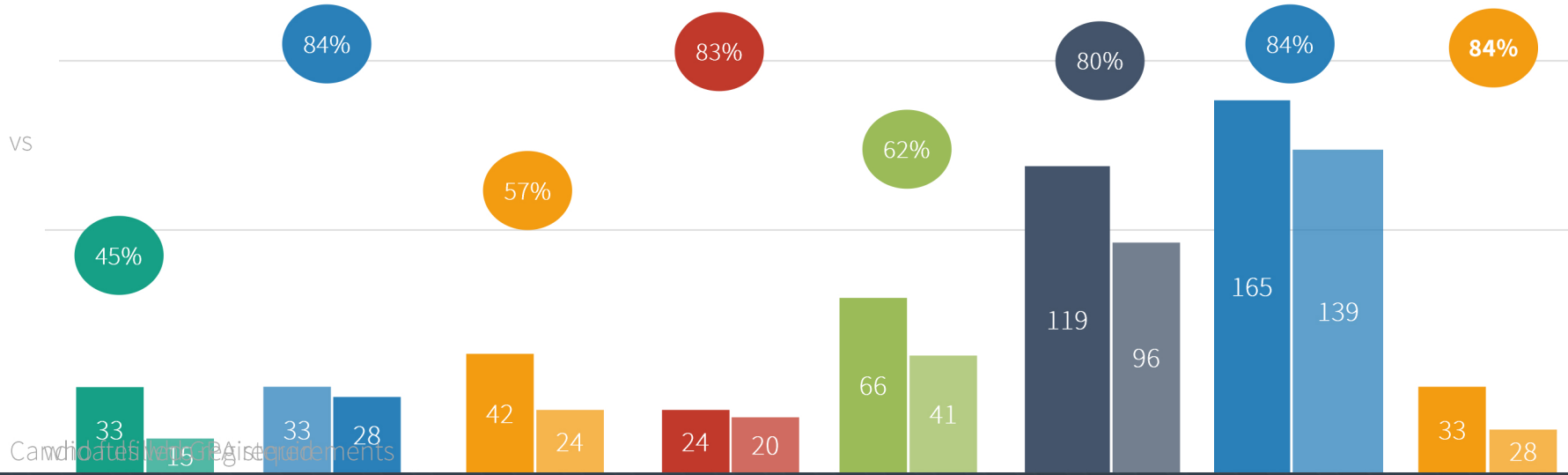
391

Candidates who fulfilled the GPA requirement

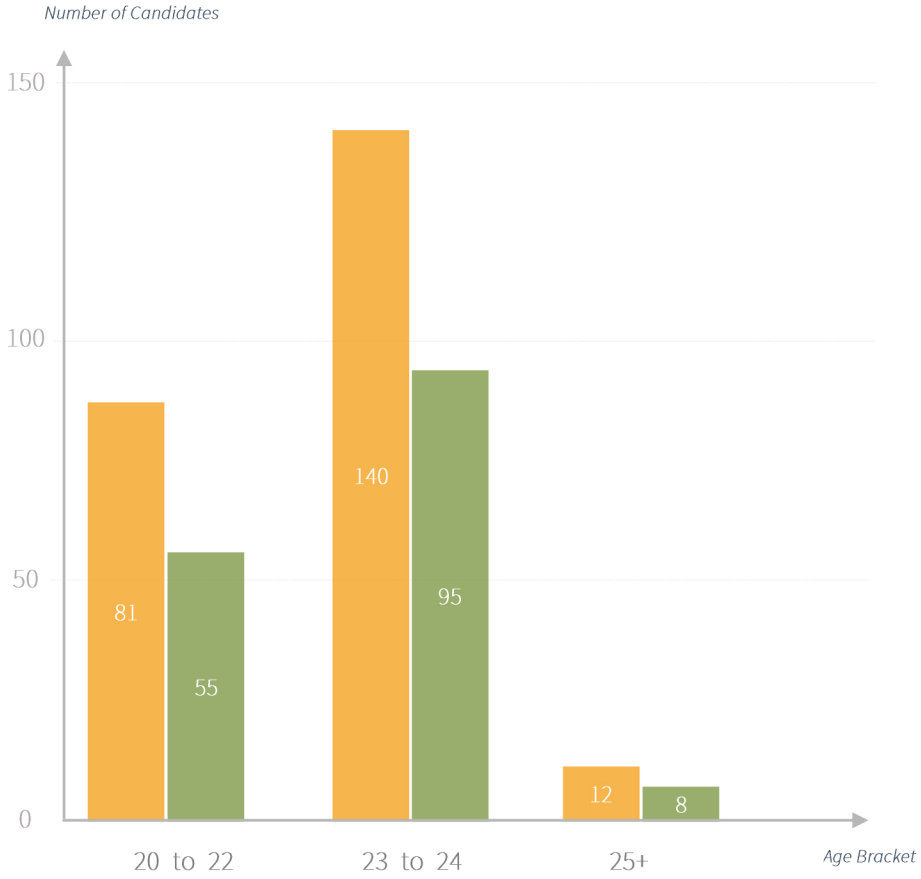


76%

Overall percentage of candidates who registered (515) vs. who fulfilled (391) the GPA requirement



Age based participation



Gender based participation

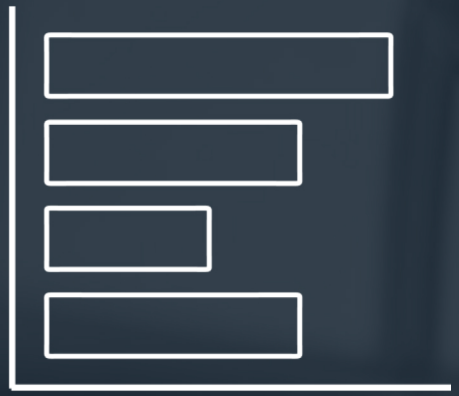
(n=391)

60%

Male

40%

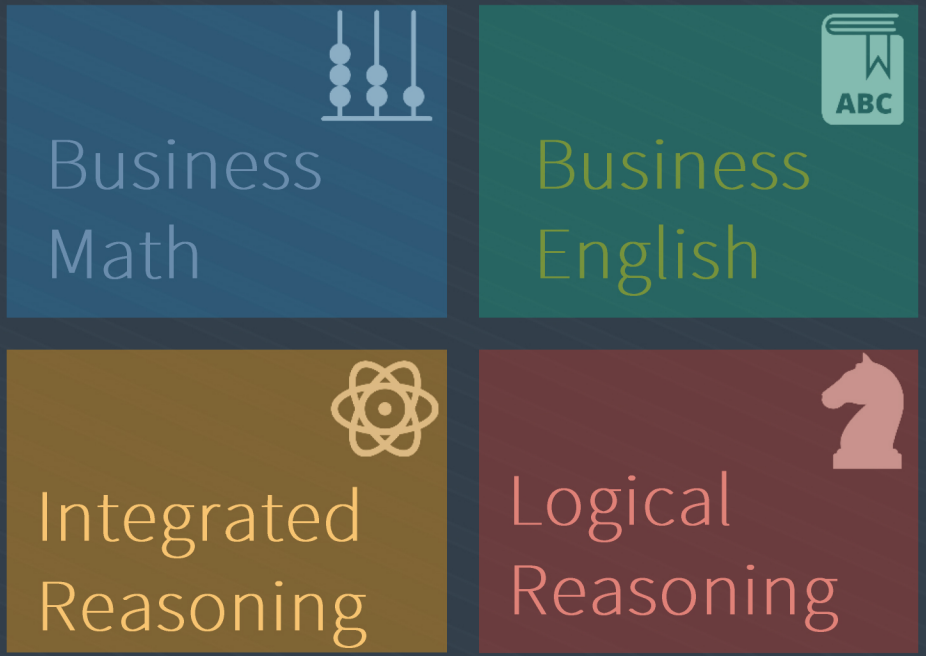
Female



Assessment outcome & analysis of the results for each university

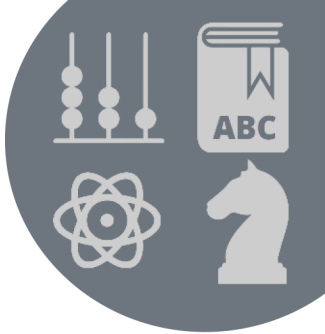
"We want to test
4 competencies.
We want difficult tests.
We want to recruit only
a select few"

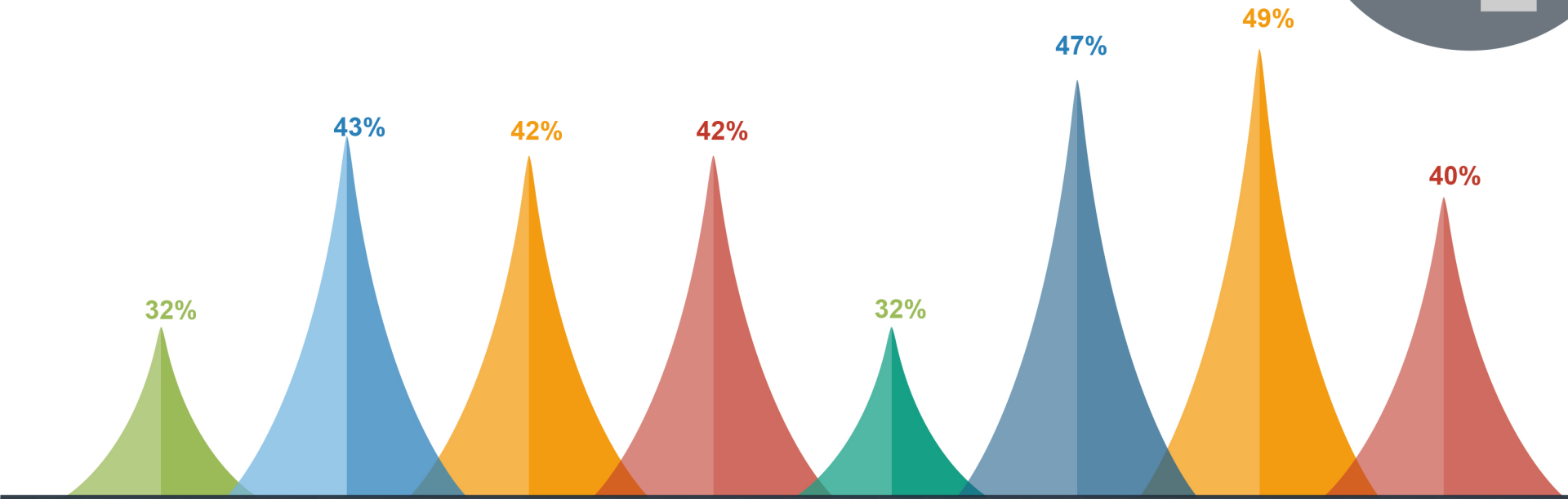
- Bank Alfalah HR



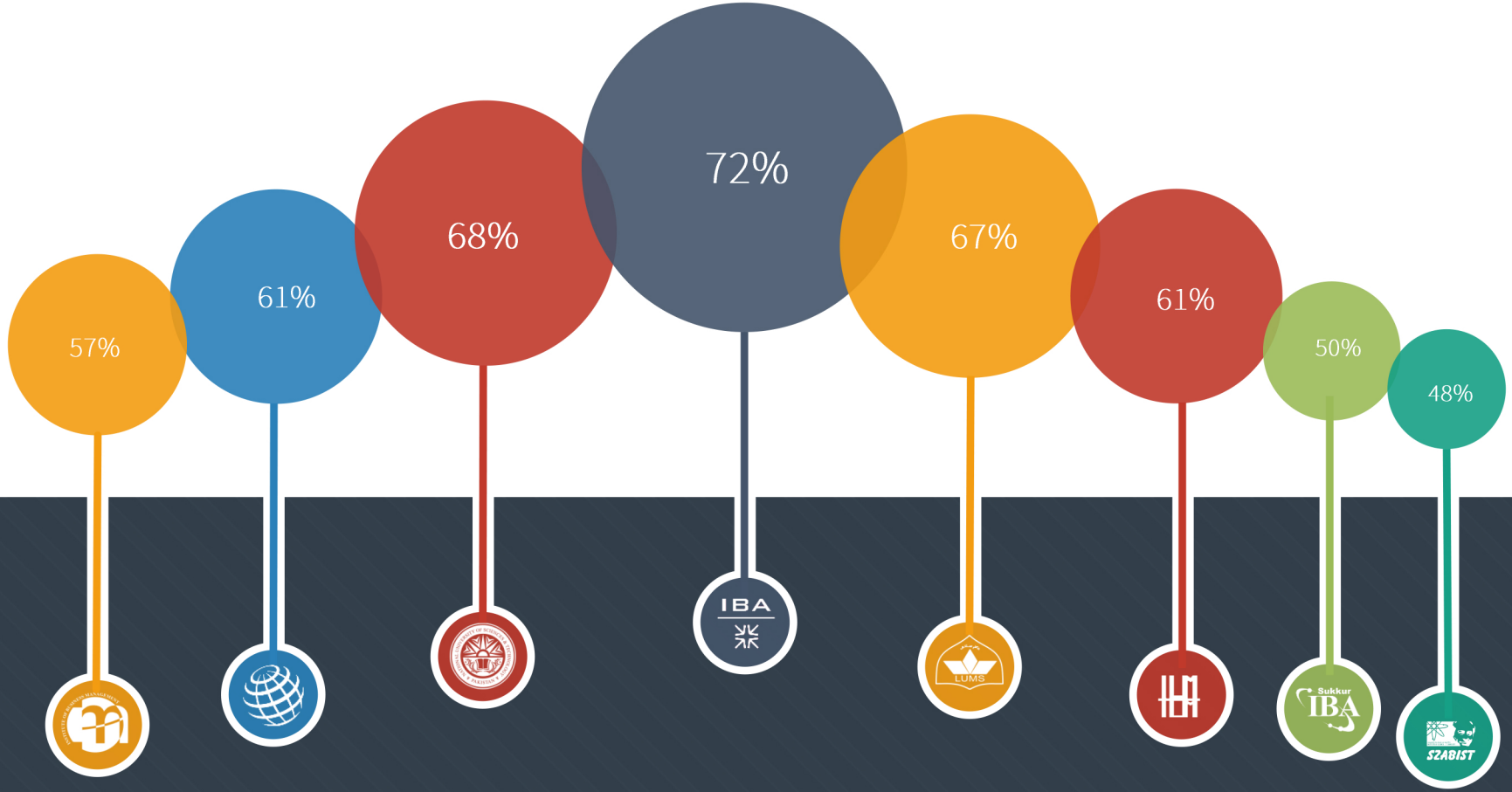
40%

Overall average score for all 4 competencies across all universities *(n=391)*

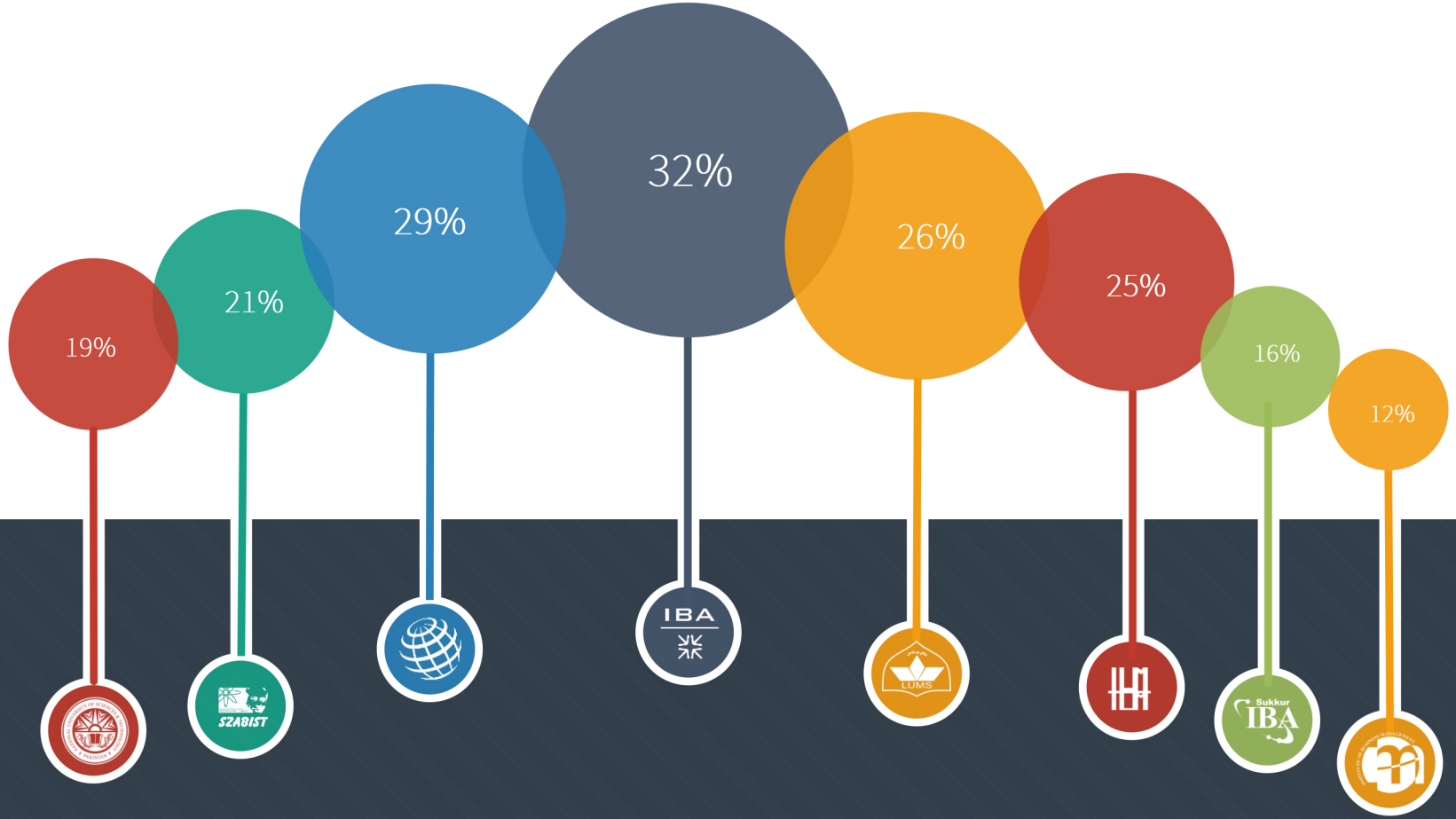




Highest assessment score achieved

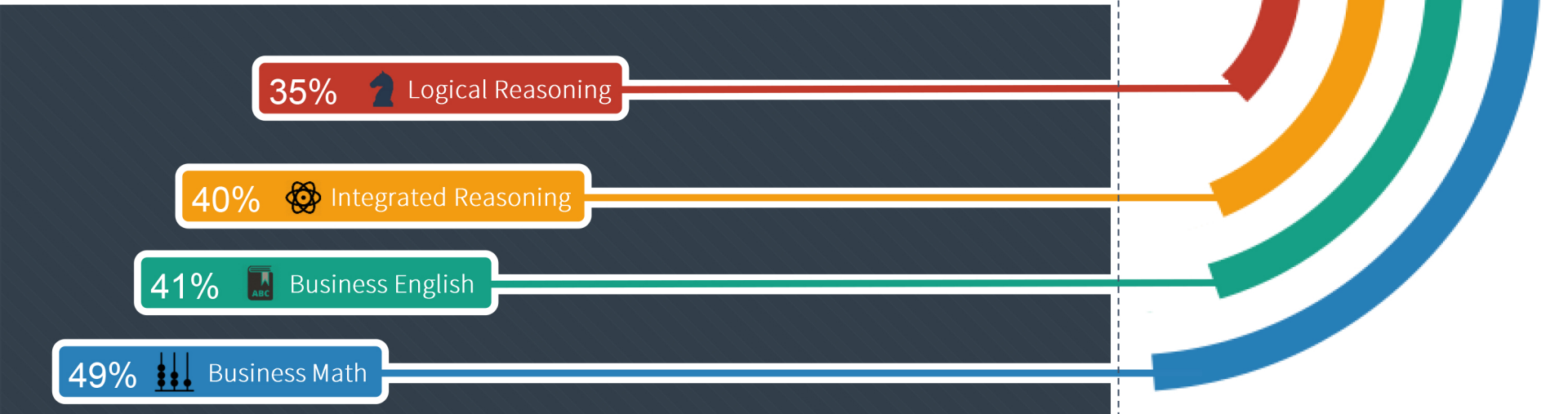


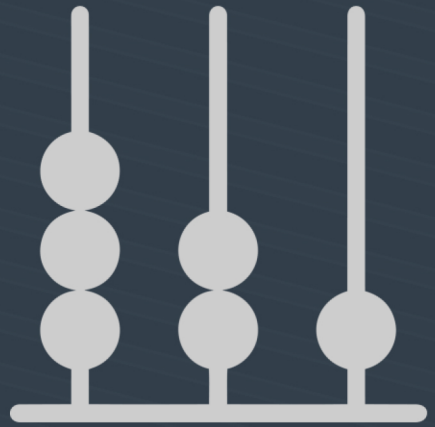
Lowest assessment score achieved



Weighted average for each competency

(n=391)





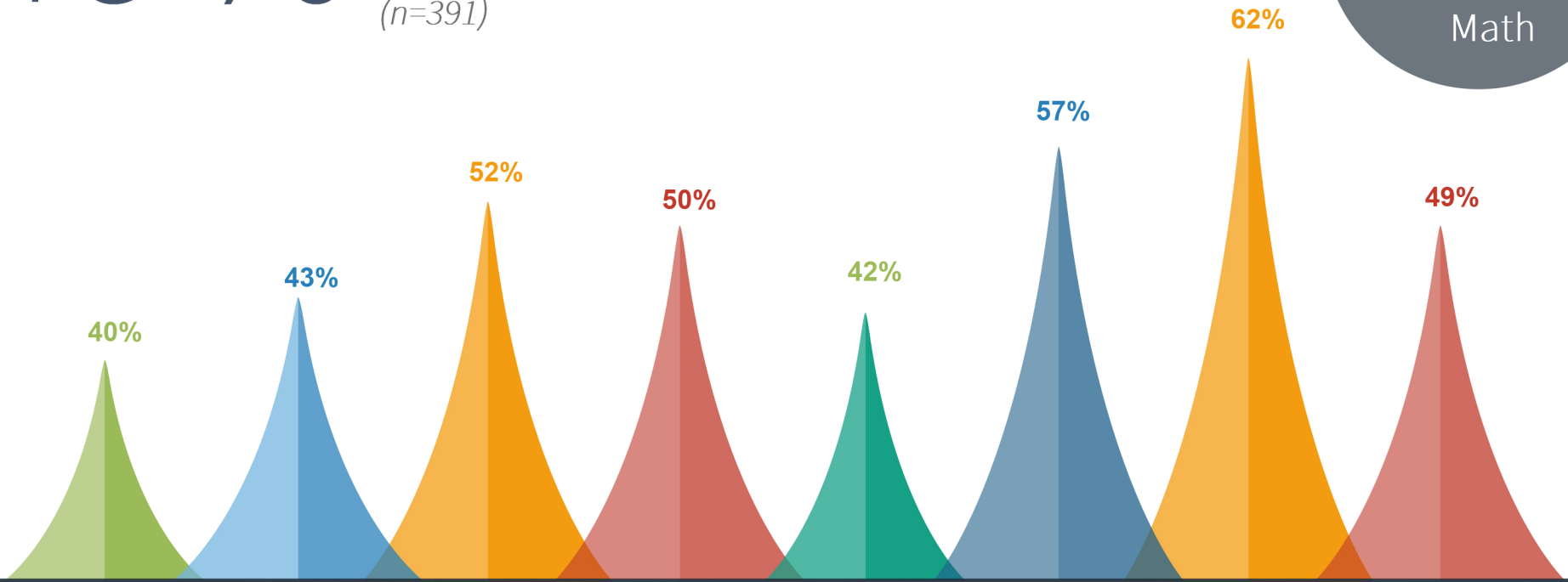
Assessment outcome & analysis for the Business Math competency

49%

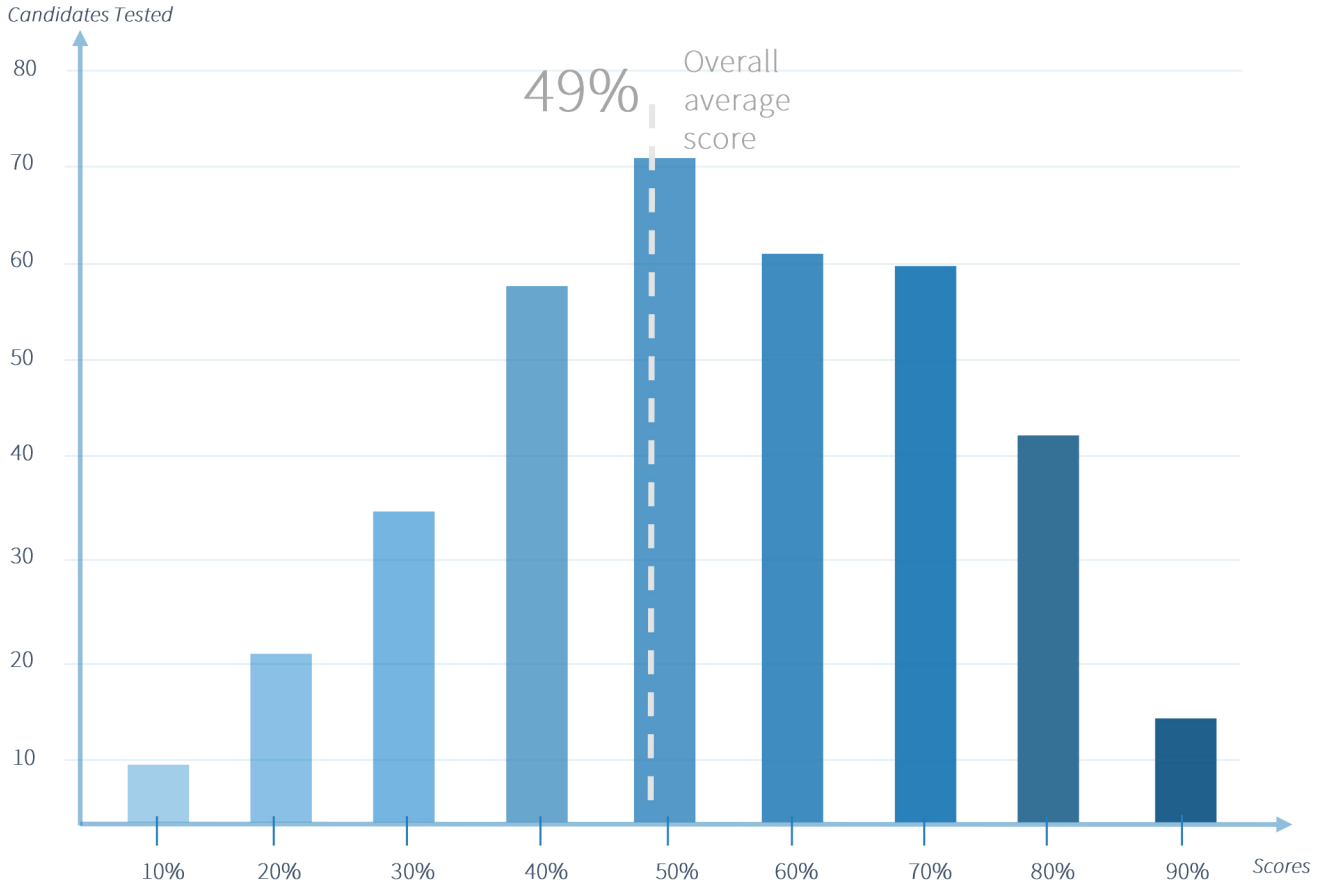
Overall average score for the Business Math competency across all universities

(n=391)

Business Math



Competency: Business Math

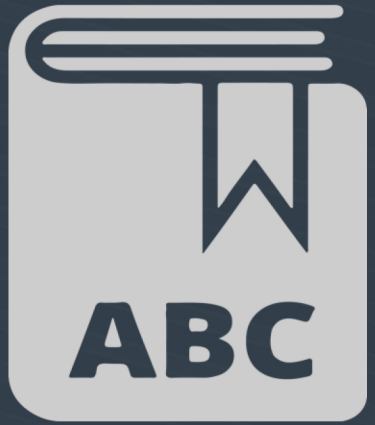


10 situations tested in this competency

1. Solving rate & ratio problems
2. Measuring rates & percentages
3. Finding probability patterns
4. Computing discounted pricing
5. Measuring rate of change
6. Solving geometrical problems
7. Calculating annual simple interest
8. Computing surface-areas of solids
9. Finding mean median mode
10. Computing linear equations

54% avg score

43% avg score

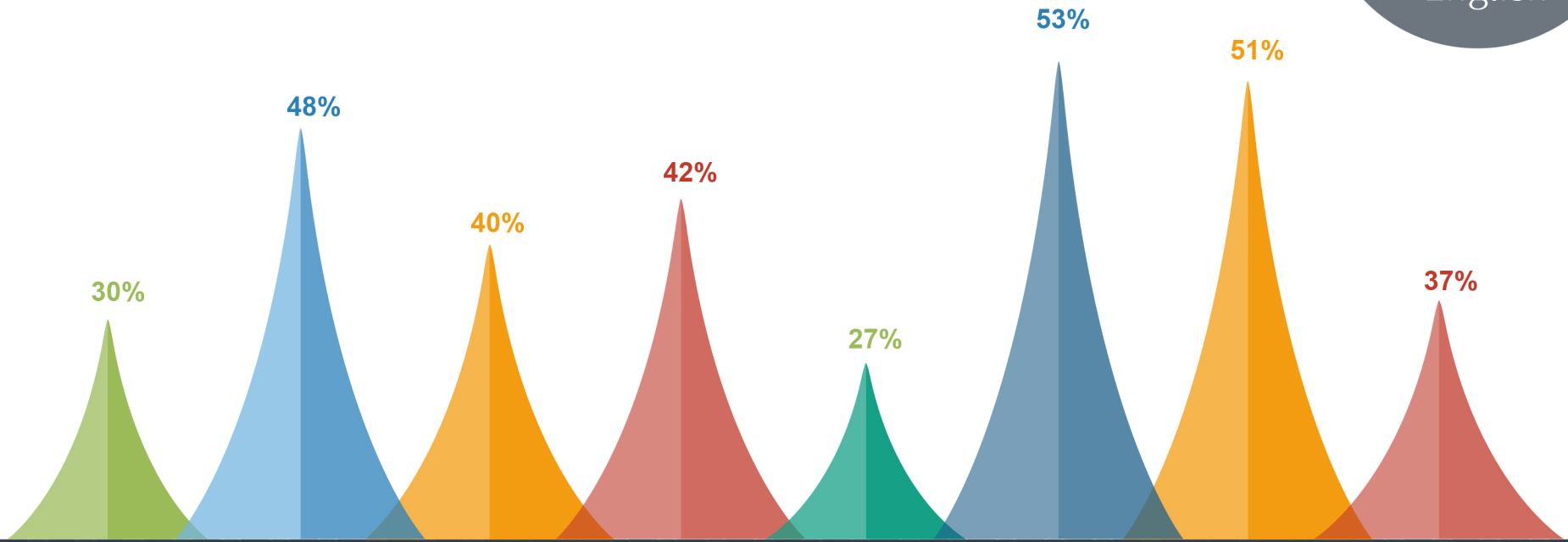


Assessment outcome & analysis for the Business English competency

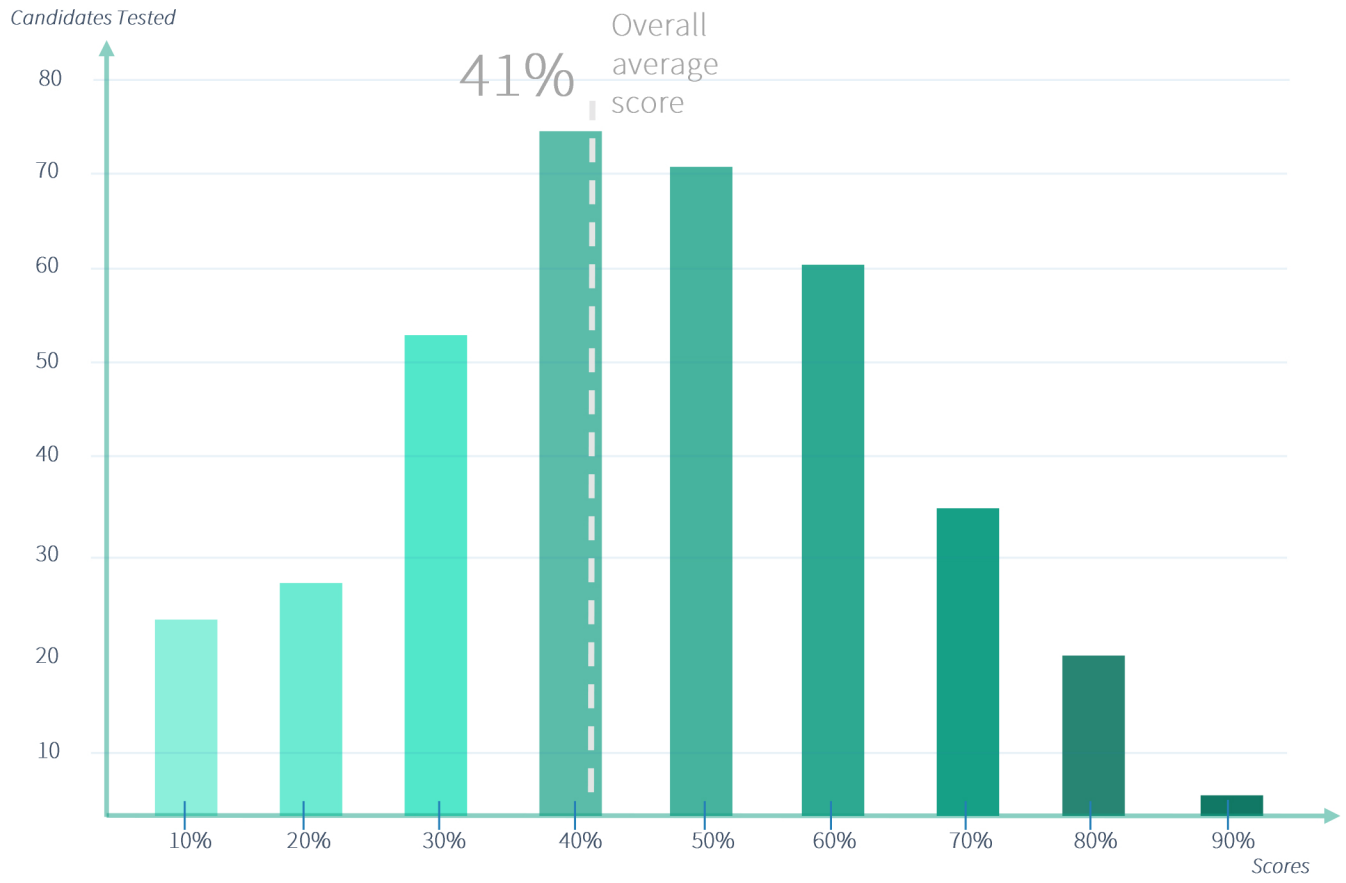
41%

Overall average score for the Business English competency across all universities
(n=391)

Business English



Competency: Business English



10 situations tested in this competency

1. Selecting adjective for sentence completion
2. Completing sentences with complex-structures
3. Correcting grammar in sentences
4. Structuring the sentence correctly
5. Inferring paragraphs logically
6. Analyzing passage & argument
7. Writing persuasive business proposal
8. Writing an executive summary
9. Identifying incorrect abbreviation
10. Identifying misspelled words

40% avg score

44% avg score

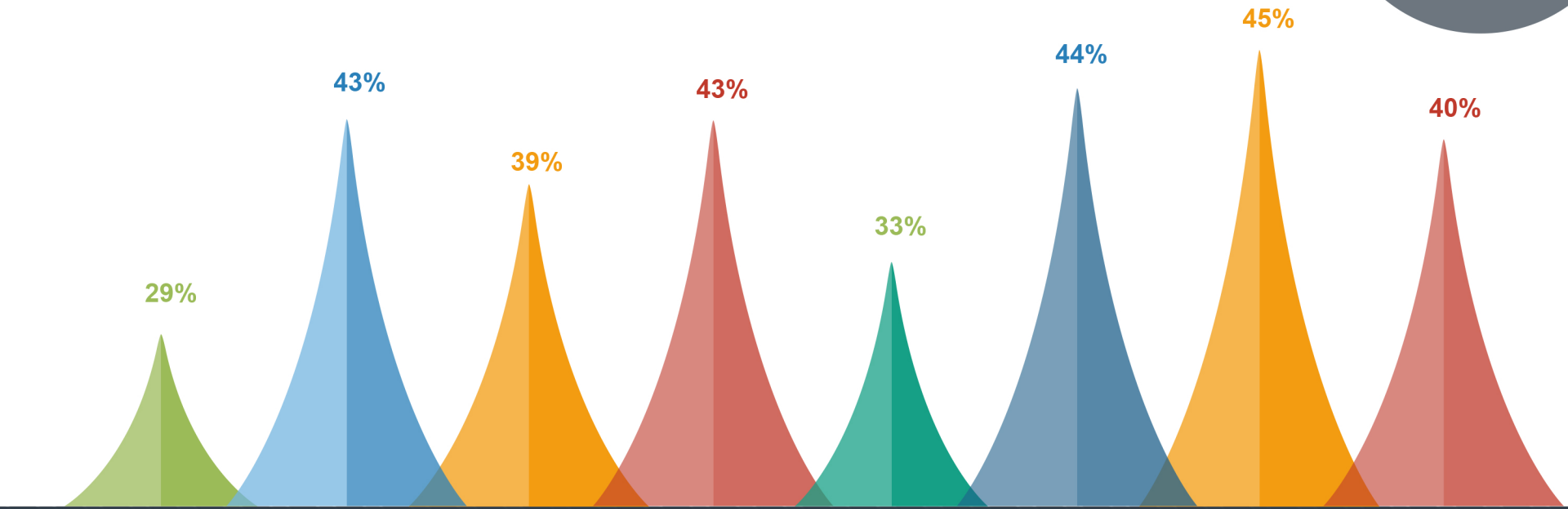
Assessment outcome & analysis for the Integrated Reasoning competency

40%

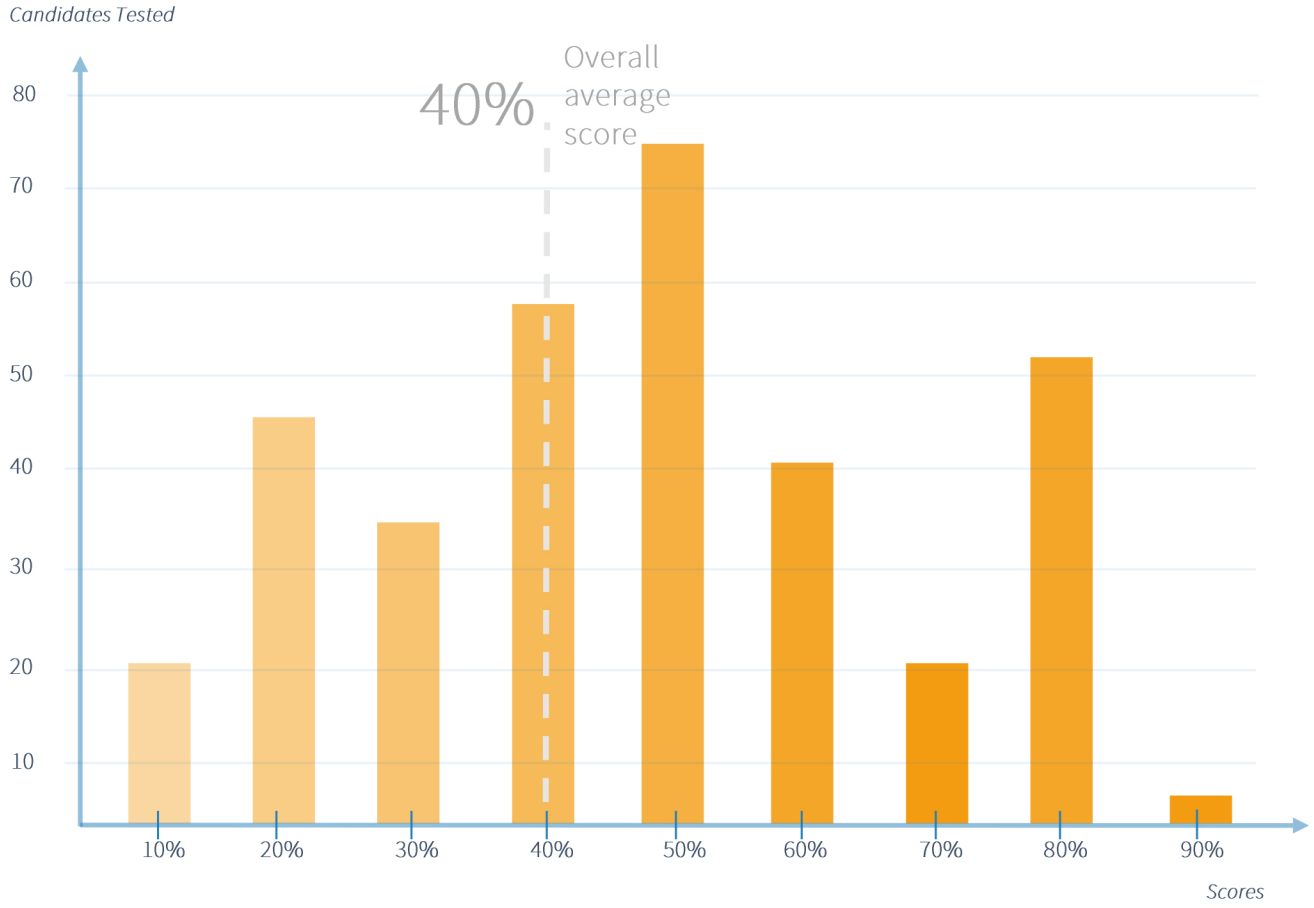
Overall average score for the Integrated Reasoning competency across all universities

(n=391)

Integrated Reasoning



Competency: Integrated Reasoning



6 situations tested in this competency

1. Analyzing market-segments & profit multiples
2. Computing percentage-changes over time
3. Analyzing pay-gaps between men/women
4. Analyzing tables & line-graphs
5. Computing mean from relevant data set
6. Analyzing temperature data graph
7. Analyzing comparative sales report
8. Identifying population graph
9. Identifying relevant histogram
10. Analyzing company employee graph

41% avg score

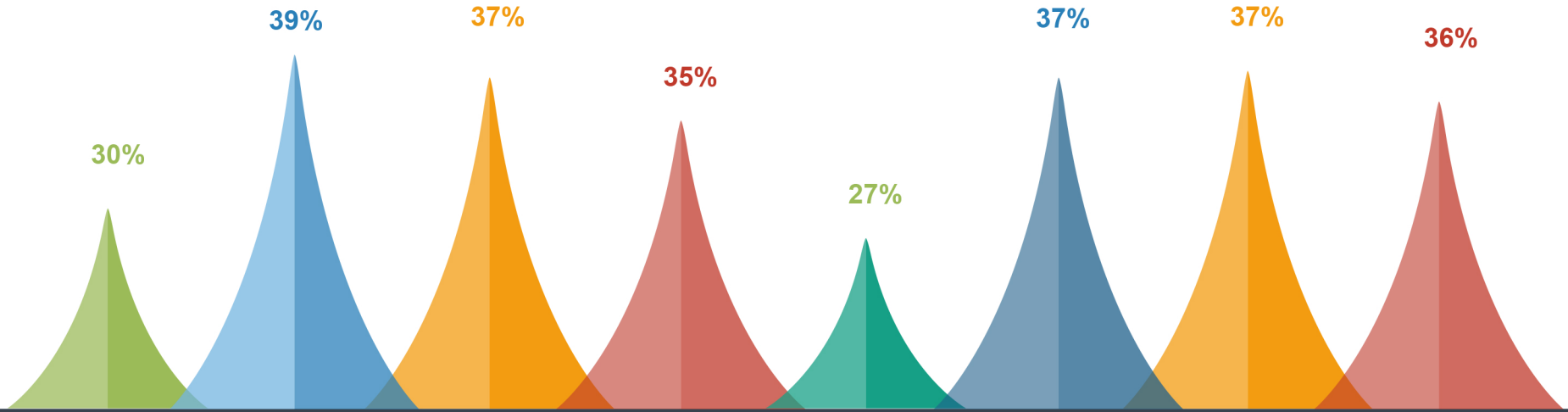
38% avg score

Assessment outcome & analysis for the Logical Reasoning competency

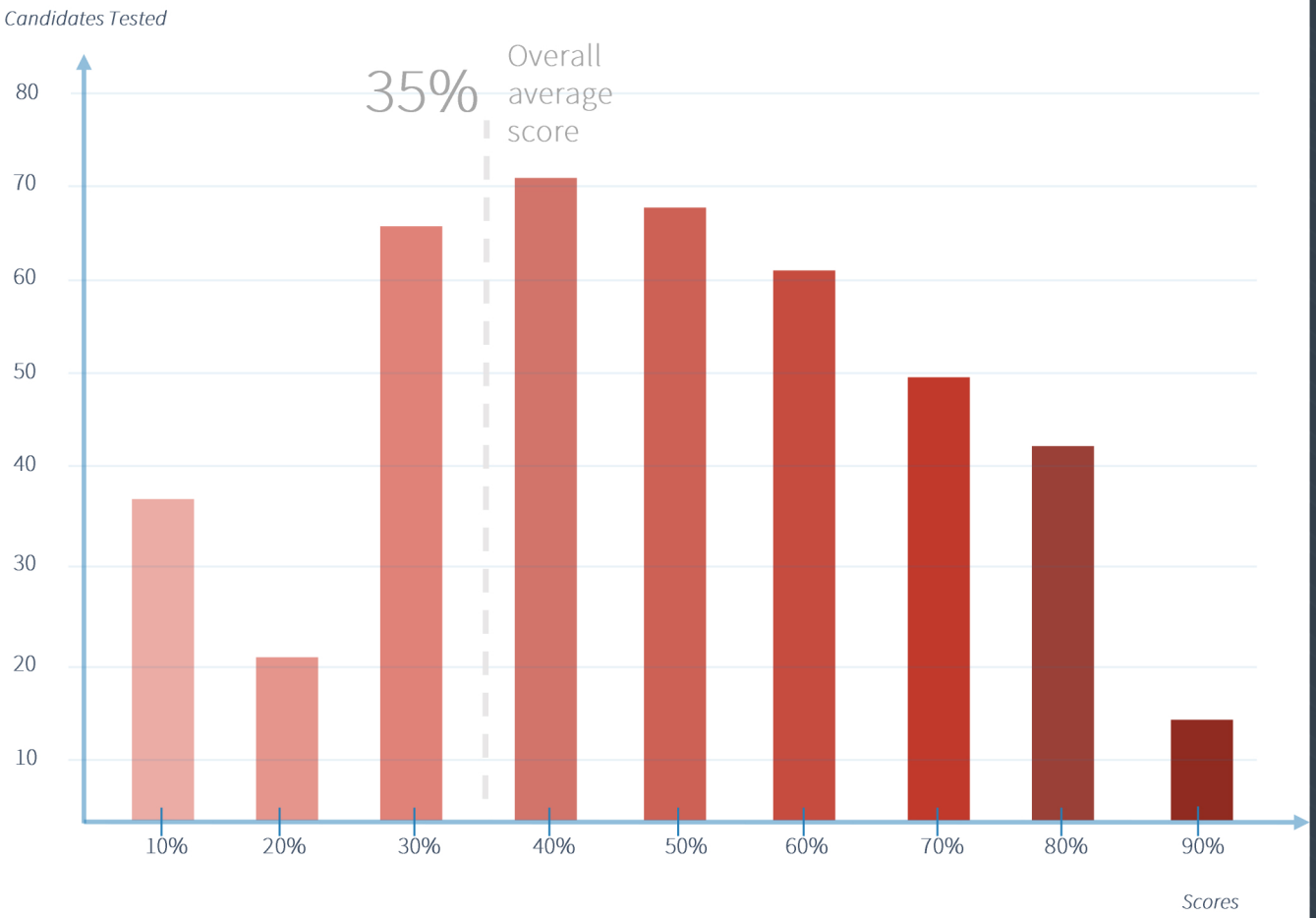
35%

Overall average score for the Logical Reasoning competency across all universities
(n=391)

Logical Reasoning



Competency: Logical Reasoning



10 situations tested in this competency

1. Forming picture analogy
2. Grouping set of diagrams
3. Solving arithmetic sequence
4. Solving raven matrix problem
5. Solving clock puzzle
6. Solving speed word problem
7. Arranging image in sequence
8. Solving pattern recognition problem
9. Rearranging letter into word
10. Eliminating odd one out

39% avg score

32% avg score

515
Candidates registered

391
Candidates who met GPA were tested

80
Candidates shortlisted

54
Candidates Hired