



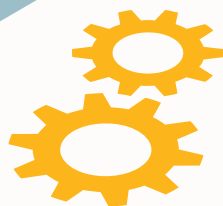
Driving Organizational Brand
with Talent Acquisition

The Challenge

Illimity is a new-generation bank relying on the best IT to guarantee the highest levels of service and efficiency for its customers without ever losing the human touch.



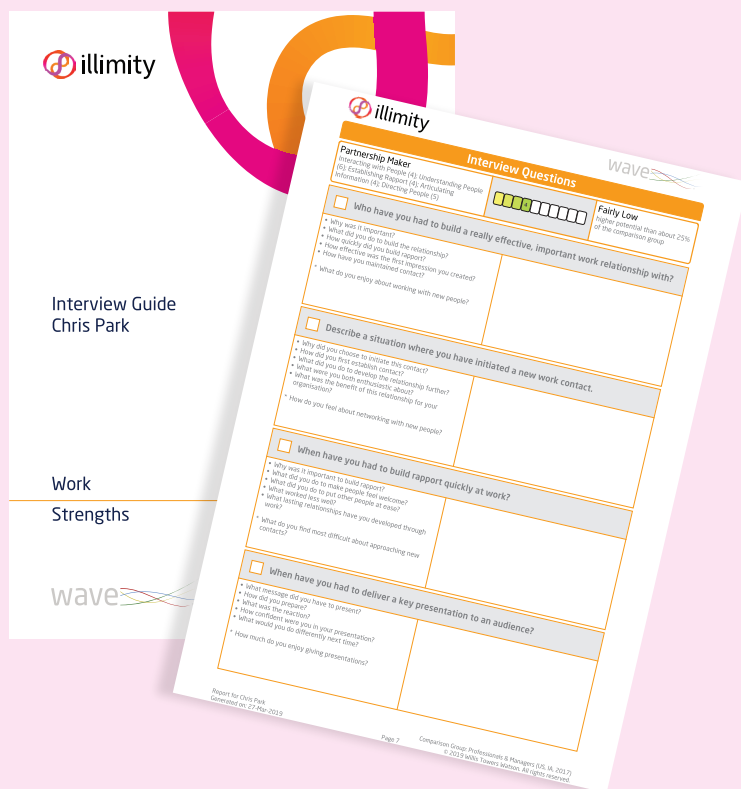
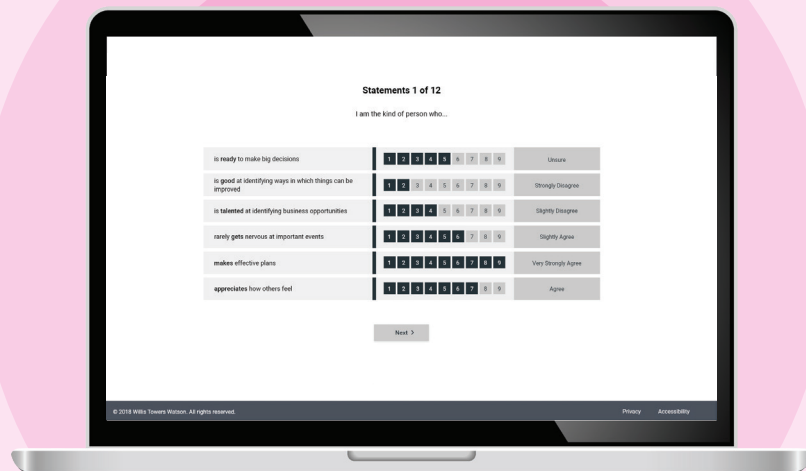
They were looking to screen a high volume of applicants with a talent acquisition process that reflected their EVP (Employee Value Proposition), aligned with their branding which gave candidates the same premium experience they provide to their customers.



The Solution

The **Work Strengths** questionnaire was used as initial screener, providing applicants with a fast, online candidate experience in keeping with the brand's focus on digital efficiency.

The competencies were mapped to **Illimity's own model**, ensuring the process identified those with the best cultural fit.



A bespoke **Interview Guide** was created, allowing HR and Managers to utilize dynamic questions verifying candidates' areas of strength and probing challenge areas.

Post hire, a bespoke **Onboarding Report** was used to enhance the experience of new hires and accelerate their time to productivity.



Benefits to the Organization

QUALITY



The bespoke reports, powered by the highly-valid Wave Strengths questionnaire, identified candidates with the most fully-rounded fit for the role, illustrating workplace potential and cultural fit.

ENGAGEMENT



A Candidate Report was available during the process, maintaining engagement levels for applicants. Human parts of the process were augmented with insight gleaned from a digitally driven approach.

EFFICIENCY



Effectively screened more than 4,000 applicants with a candidate and recruiter-friendly scalable solution.

COST



Improved process efficiency correlated positively with cost efficiencies.

DIVERSITY & INCLUSION



The questionnaires focused on what was required for success in the role and the dynamic Interview Guides aided objectivity, reducing opportunities for human bias throughout the process.