

Tailored and role-specific online assessment



Océ is a world leader in document management and printing for professional and commercial purposes and forms part of the Canon Group. Employing over 20,000 people worldwide, in approximately 100 countries, it offers print and copy systems for the office, high-performance digital and large format print systems for the printing of technical documentation and display graphics. To supplement its established assessment centre information, Océ appointed *cut-e* to develop a tailored and role specific online assessment.

The challenge: incorporating online tools into an assessment centre

Assessment centres for up to eight candidates have, for some time, formed an important part of Océ's selection process for a number of positions including sales and industrial clerk trainees and cooperative university studies in service marketing or accounting. These assessment centres include a presentation, a group discussion, a structured interview and the role-play of a 1:1 discussion.

The challenge was to build on this with *cut-e* and to integrate online tests and questionnaires into the process. *cut-e* was to design and create tailored selection procedures for each role based on the specific requirements of each position.

The solution: tailored, job-specific tools with test results integrated into the reporting system

With a wide range of assessments, *cut-e* was ideally placed to support Océ. Océ was able to choose from 30 different cognitive testing processes. This meant that verbal skills could be assessed in the sales trainee candidates whereas numerical skills, which are of greater importance to industrial clerks, are used within their assessment process. Levels of assessment difficulty were considered based on the target test taker. It was also possible to look at the individuals' behaviour preferences by using the *shapes* personality and motivation assessments.

To select sales trainees, Océ now uses a questionnaire looking at sales-oriented aspects of behaviour (*shapes sales*). For its prospective students and apprentices, it uses a questionnaire (*shapes basic*) which highlights the qualities needed to successfully complete a training programme but does not look at the areas of leadership potential and more strategic competencies as these are covered in other roles later in the career.

Combining and presenting the results clearly and accurately is important to inform the decision-making. For each position, Océ has developed an individual results page that records the results from each of the assessment exercises. To avoid having to re-enter results from the individual assessment reports, *cut-e* has incorporated the test results page directly into Océ's online system. This means that all results are displayed on a single results page.

The outcome: easy comparison between candidates

Whilst Océ had already deployed Assessment Centres for its selection of some of its staff, the addition of *cut-e* online assessment and the subsequent ease of reporting, has meant that Océ now has a straightforward and efficient way to compare candidates – and this offers further additional information.

"For us, the diversity of the cut-e processes offers the optimal opportunity to supplement our assessment centre with tailor-made instruments. Over and above this, the presentation of the results provides a professional basis for making the right decisions."

Anne Seiffert, HR Officer at Océ-Deutschland

"We were able to meet and exceed Océ's expectations regarding the flexibility of both the instruments and the optimal presentation of the results. It is always pleasing how well our IT reacts to and accommodates the individual wishes of our clients."

Stefan Häussermann, Managing Consultant at *cut-e*

For any further information please don't hesitate to contact us!
E-Mail: info@cut-e.com
www.cut-e.com

