

CAMPUS HIRING 2020: CHALLENGES, TRENDS AND BEST PRACTICES

Discover how technology can be a game-changer amidst the
COVID-19 disruption



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PREFACE

The impact of COVID-19 is still unfolding, affecting all aspects of business and economy. Businesses across the globe are adapting to a new 'normal' to ensure business continuity and maintain a competitive advantage.

The growth plans of organizations have been severely hampered. Campus recruitment has been integral to the talent acquisition processes. Campus hiring provides organizations access to a massive talent pool of diverse skill sets, interests and expertise. Companies invest substantial time, financial and workforce resources into their campus hiring programs, each year hoping to onboard the best quality talent for their businesses.

While organizations don't want to lose out on the campus talent pool, the pandemic has disrupted their outreach. Campuses are shut down, and social distancing has become a norm. With a need to rely on technology for continuity, organizations are striving to balance growth and safety. With the ever-changing nature of the pandemic, organizations, too, are exploring alternative means to ensure continuity of their employee recruitment and development plans as usual. With the onset of the campus hiring season amidst the pandemic, virtual recruitment solutions are a great way for organizations to conduct campus recruitment drives remotely. The time is ripe for organizations to choose the digital route and conduct virtual campus hiring drives to continue with their growth and recruitment plans.

We involved **400+ industry experts** across organizations in understanding standard practices, predominant trends, and in-depth challenges in the well-established recruitment channel of campus hiring. This report helps bridge the gap between the old and the new modus operandi. It provides a take on how some modern technology-enabled initiatives can tackle the traditional campus hiring challenges affecting its scalability as an effective recruitment process, especially during COVID-19. Virtual campus hiring has emerged as a clear winner amidst all this disruption. This report illuminates the effectiveness of various virtual campus hiring practices over traditional methods of on-ground recruitment drives.

EXECUTIVE SUMMARY

This report deep dives into revealing the present-day shift required for a campus recruitment process and various challenges confronting a modern-day campus recruiter.

Many campus recruiters expressed dissatisfaction with the traditional campus hiring process, which is impossible to carry out during the current circumstances. A surprising and, perhaps, eye-opening revelation from this exercise is the continuing over-dependence of organizations on past data and experience in zeroing in on campuses for hiring. What further compounds the problem is their inability to create traction among the student fraternity, who give companies the cold shoulder, given their inadequate market or brand presence, and resonance. The correlation between brand identity and the consequent low job applicants is as glaring as it gets. And, the vast majority of industry insiders yet seem oblivious to this phenomenon.

Here are a few key insights from the report that caught our attention:

84%

Organizations **struggled to build a powerful campus intelligence mechanism and relied on a campus strategy based on the previous year's experience.**

Their reliance stemmed out from the absence of a more scientific methodology of targeting campuses.

>60%

More than 60% of organizations found it difficult to **choose the right level of screening assessments.**

55%

Organizations expressed concern over **brand visibility** and the students' inability to connect with their brand.

44%

Organizations reported **grading the assignments as a major challenge as it is time and resource-intensive.** It also occurs due to the lack of proper benchmarking to decide cutoffs.

84%

Organizations faced **logistical issues** related to booking interview venues and slotting for a convenient time without a clash with parallel hiring drives.

47%

Organizations believed that managing logistics for conducting screening assessments, booking venues, and coordinating with the campus establishment and students is a **significant hurdle in the campus screening process.**

45%

Organizations did not have a standardized guide on how **to conduct effective and structured interviews.**

Through our research, we were able to pinpoint organizations' specific challenges throughout the traditional campus hiring process and help identify the best practices that can help them continue their campus drives virtually efficiently and effectively. The best practices also ensure an improved onboarding rate while easing out the overall campus recruitment process.

Organizations that used the following modern-age virtual tools and technologies reported a marked increase in their onboarding rate:

- Building campus intelligence and scorecards to shortlist campuses
- Building brand visibility through innovative pre-placement engagement initiatives, such as hackathons and case-study competitions
- Using online screening assessments, secured with proctoring technologies, to shortlist students for interviews
- Conducting efficient and structured video interviews to roll out final offers

Considered and correlating them in detail with the prevalent trends, this report helps organizations solve each of their challenges with a focused approach toward digitizing their campus recruitment drive with the best available technologies in the HRM landscape.



01

Challenges in the campus recruitment landscape

CHALLENGES IN THE CAMPUS RECRUITMENT LANDSCAPE

Campus hiring is a significant recruitment channel for most companies. It enables organizations to tap into a massive pool of talent with diverse backgrounds and fresh perspectives, and nurture them right from the beginning of their career journey. Every year, organizations gear up to execute a large scale campus hiring process to rope in fresh talent. Multinationals and startups alike, rely on the campus recruitment for the bulk of their fresher hiring.

Before exploring the virtual offerings of campus hiring, let's deep dive into traditional campus hiring practices and the challenges they've faced over the years:

Campus recruiters across industries and organizations reported discontent with traditional practices.

55%

Organizations face the most significant challenge in shortlisting the right set of campuses to target for the year, which is the first step in campus hiring. Another 55% of organizations face a challenge when creating their first impression of on-campus branding and engage students with the brand.

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Important steps in an effective campus hiring process



Building campus intelligence to shortlist campuses to visit



Building brand visibility through pre-placement engagement



Using screening tools to shortlist students for interviews



Conducting efficient interviews to roll out offers



Engaging students post the offer roll-out

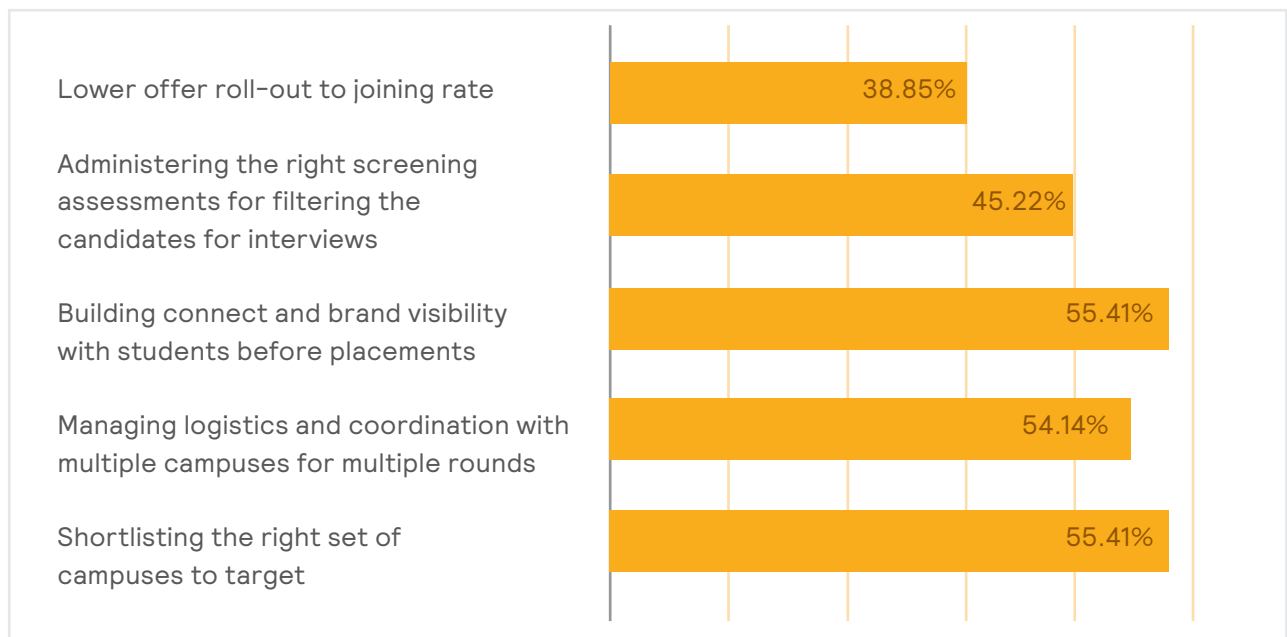


CHART 1: CAMPUS HIRING CHALLENGES

Over the years, campus hiring practices have seen insignificant changes. Most organizations continue to follow the established process and have not focussed on innovation. While some organizations follow the same approach each year and repeatedly go to the same campuses, without analyzing their ROI, others have failed to upgrade their pre-placement talks with the future workforce's evolving expectations.

54% of organizations are unable to manage smooth logistics and execution of the end-to-end process of campus hiring. As they have existed until now, campus hiring drives involve organizations creating a dedicated campus hiring team to hop from city to city, and campus to campus to carry out the various stages of campus recruitment. This extensive and cumbersome process faces the challenge of scalability. This process is resource and time-intensive, and organizations spend substantial sums on these drives alone. Despite that, more than half the campus recruiters are not pleased with how this is handled.

45% of organizations report that they have been unable to identify and administer the right screening assessments for shortlisting candidates for the interview round. Screening assessments play a critical role in evaluating the candidate's fitment, not just for the specific job role at hand but also for the team and organization at large. However, one size may not fit all. With organizations visiting multiple campuses and hiring for different profiles, screening assessments, too, need to change with the organization's requirements. Every campus is unique in terms of student skill set, and organizations need to customize screening assessments as per the campus.

A low offer roll-out to joining rate is another pervasive challenge that 38% of organizations face. While in the momentum of campus hiring drives, many candidates accept job offers rolled out to them. Over time, however, they might lose interest in the organization or the role and bag better offers from other competing organizations. This is often a result of organizations failing to keep students engaged post the offer roll-out, resulting in a low onboarding rate.

A closer look at these roadblocks suggests that most traditional campus hiring areas have been facing some or other challenges, and campus recruiters are seeking a better strategy. Additionally, with the pandemic, resulting in an altered perspective about physical spaces, one may ask if the long-standing campus hiring processes require on-ground implementation and face-to-face interactions. While the importance of one-on-one interactions can't be undermined, the processes can be designed considering the new normal.

Given the lengthy processes and the extended shutdown, the campus hiring process has presented a stream of new challenges for every stage of the process. Since the traditional processes were dotted with challenges, this pandemic is only allowing organizations to take the digital route and streamline their processes according to the future of work.

The world is accelerating toward everything remote and virtual. There is no reason for HR practices to stay archaic. These challenges are only daunting as long as campus hiring is considered as an onsite process.



02

Stages of campus hiring

STAGES OF CAMPUS HIRING

To meet the increase in demand for skilled candidates, organizations take the campus recruitment route. However, physical campus placement drives are not a hassle-free affair. From low student turn-out for pre-placement talks to early drop-offs, every stage in the campus recruitment lifecycle has been confronting challenges.

To scope out these challenges further, we decided to undertake an in-depth study of each step in the campus recruitment process and understand various activities that are carried out as part of the process.

CAMPUS TARGETING

Organizations have distinct ways of deciding which campuses to visit every placement year.

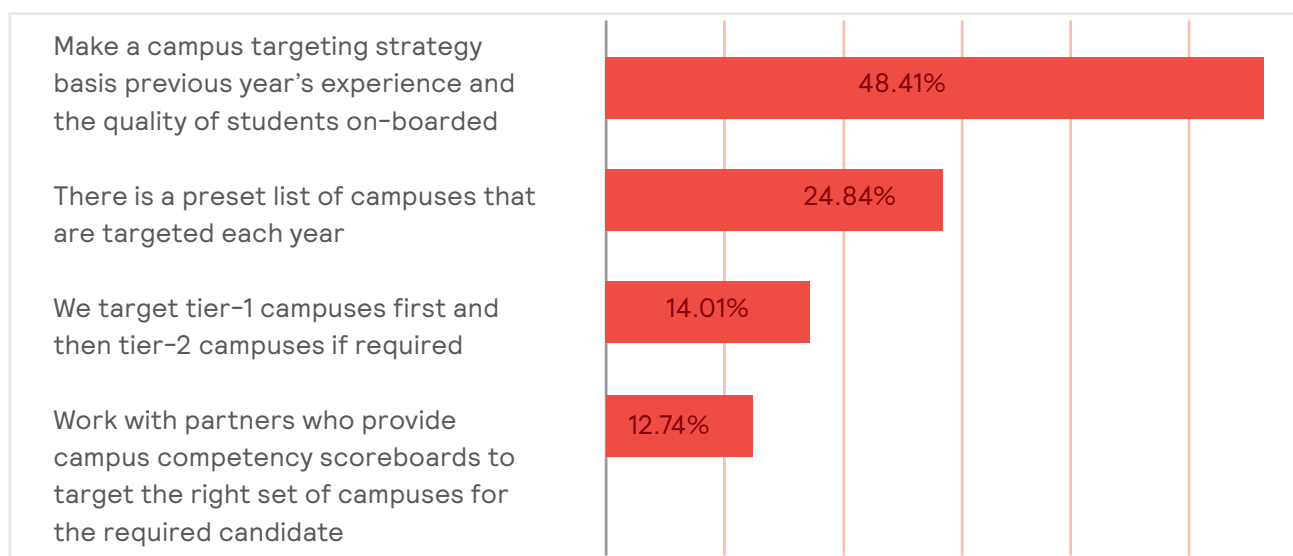


CHART 2: CAMPUS TARGETING STRATEGY

50%

Organizations design their campus targeting strategy based on the previous year's experience and quality of students onboarded. Another 25% of organizations have a preset list of campuses that they visit every year.

These practices do not consider the changing nature of the business and the expectations of potential employees. The lack of a data-driven process in selection also forces organizations to get stuck in a loop, leaving no new avenues to explore other campuses. A campus targeting strategy needs to be regularly updated through an in-depth analysis where low-performing campuses are continuously weeded out for better results.

A common practice for many organizations, **tier-1 colleges is targeted first, followed by tier-2 colleges if job roles are left to be filled.** Most organizations have always preferred Tier-1 colleges. However, in a recent trend, numerous organizations have broadened their campus targeting strategy to encourage more inclusiveness.

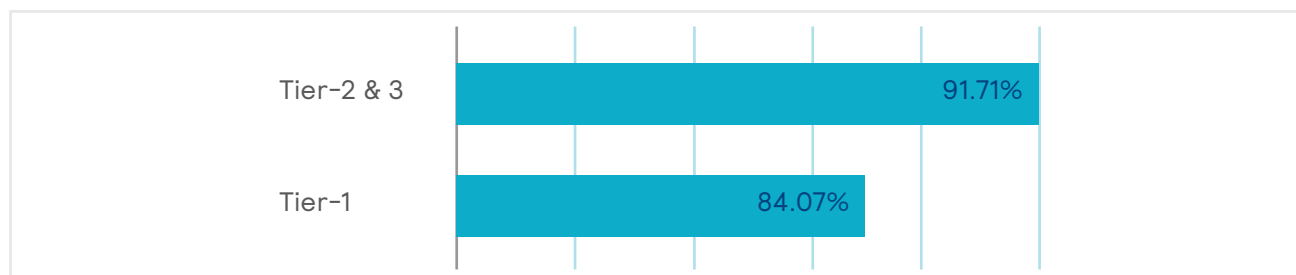


CHART 3: CAMPUS TARGETING

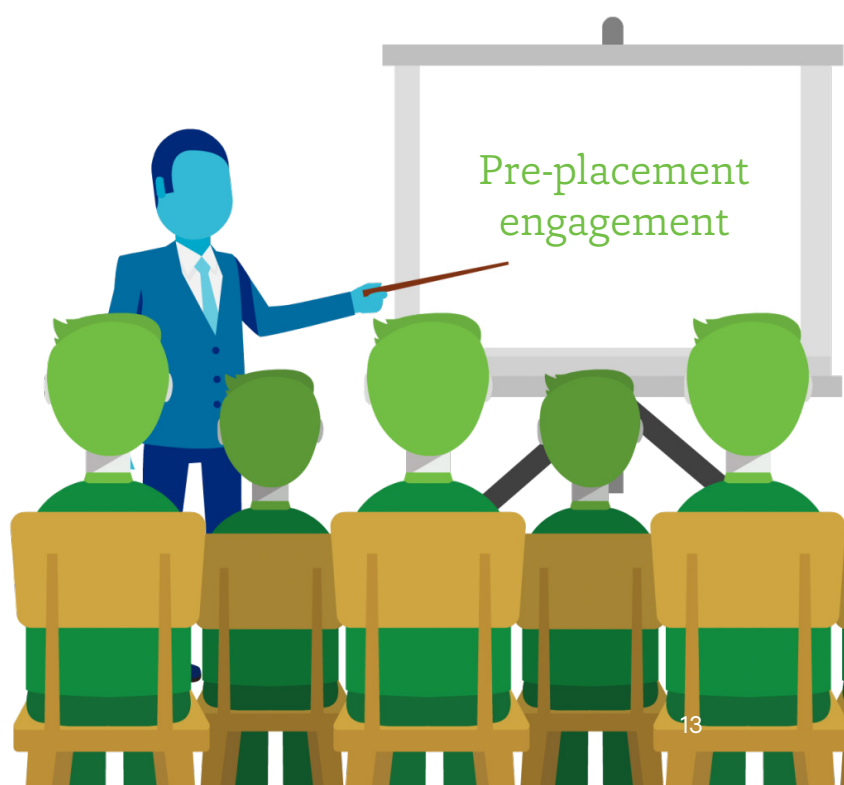
Despite being unable to find an infallible campus targeting strategy and reporting it as the biggest challenge, **only 12% of organizations utilize campus competency scorecards or work with partners that can provide them with campus intelligence for shortlisting the right campus for the right skills at the right price-point.** Many organizations do not realize the importance of targeting the right campus. Long before the groundwork starts, organizations should have a clear idea of the roles and competencies needed by their business in the present and future, and target campuses that match these requirements.

In a rush to reach campuses and commence the hiring process, campus targeting was often overlooked as a critical part of strategizing.

PRE-PLACEMENT ENGAGEMENT

54%

Of organizations were using pre-placement talks and presentations before the placement season as an effective medium to connect with the students. A whopping 30% did not undertake any engagement activity, whatsoever.



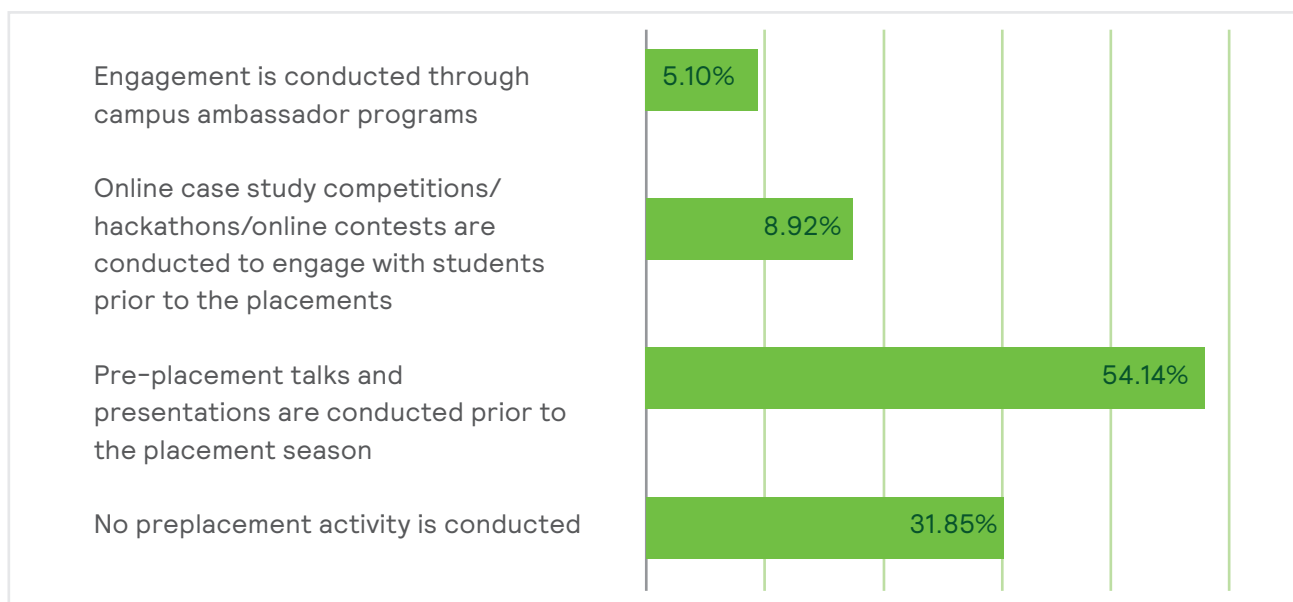


CHART 4: PRE-PLACEMENT ACTIVITIES CONDUCTED

The oldest method of employer branding, pre-placement talks, and presentations has been used by organizations to introduce themselves, layout their processes, define the role and expectations, etc.

The content of these presentations may have somewhat evolved over the years. However, this rustic process of long presentations has lost favor with the students in the digital age. Much of the information is readily accessible on the internet, and the entire exercise adds no value to the students. The future workforce is not satisfied by merely knowing about the possible compensation package but wishes to know more about the company culture, learning and growth opportunities, work-life-fun balance, and the quality of work, etc. However, organizations' presentations have been falling short in attracting students for the pre-placement talks and proving to be an unimaginative way of scouting for probable employees.

While a few renowned organizations are known for their campus ambassador program, our research reveals that **merely 5% of organizations have a structured, on-campus student ambassador program for brand awareness.**

Only 8% of organizations are innovating on how they engage with students by using online case-study competitions, hackathons, ideathons, and contests for student engagement.

These contests are an excellent platform for students to experience the brand and offer them a break from the monotony of attending presentations. For businesses, these contests offer a sneak peek into the soft and core skills of the students. Since these contests can be seamlessly executed online or managed by a platform partner, they provide organizations the freedom to host them remotely, with fewer logistic hassles at lower costs.

The pre-placement engagement has different meanings to organizations and students. With students and employers scattered across the nation due to the pandemic, organizations will have to find novel ways to engage with students by increasing their digital footprint.

SCREENING ASSESSMENTS

The subject matter

Assessments are widely used in the screening stage of a campus hiring drive to shortlist students for further rounds of interviews. Almost every organization uses assessments. However, **more than 60% of organizations find it challenging to choose the right level of screening assessments for further filtering candidates due to the ever-changing nature of work.**

While administering these screening assessments is one part of the problem, grading them is a challenge. **44% of organizations report grading assignments as a significant challenge due to their time and resource-intensive nature.** It is a barrier when administering assessments at scale, consuming significant time in grading these assessments, and deciding on setting the right benchmarks and cutoffs for multiple campuses and profiles.

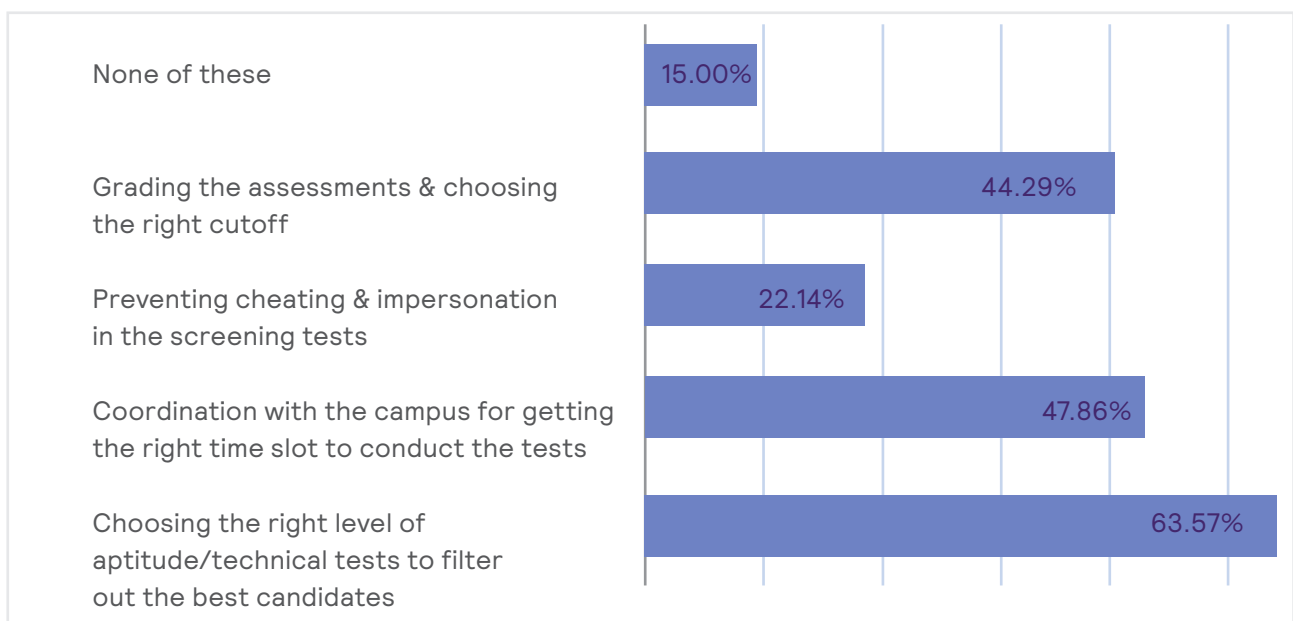
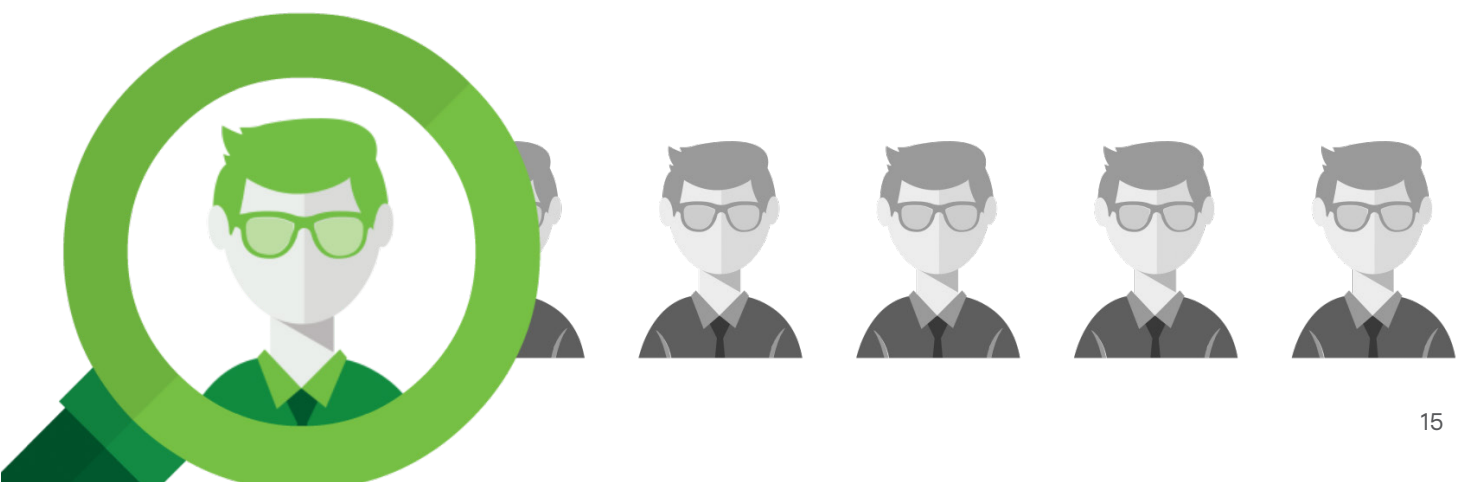


CHART 5: CHALLENGES IN CONDUCTING SCREENING TESTS

The execution

Other major challenges that organizations face while conducting screening tests are coordination with various campuses in booking the venue and time slots. **47% of organizations believe that managing logistics is a major pain-point in the campus screening process** that requires continuous back and forth to zero in on a favorable time convenient to the students, the campus, and the organization.



22% of organizations also face the challenge of rampant cheating and impersonation in screening assessments, lowering their credibility and resulting in poor quality hires, eventually defeating the very purpose of the entire campus recruiting strategy.

Recent digitization has changed the skill set requirements of organizations. Most organizations today are assessing students on problem-solving, logical reasoning, effective communication, and learning agility. Hence there is a steady increase in the use of aptitude assessments in the campus hiring process to measure cognitive intelligence.

>70%

Of organizations today are administering aptitude assessments to screen students to determine fitment for their present roles and future roles

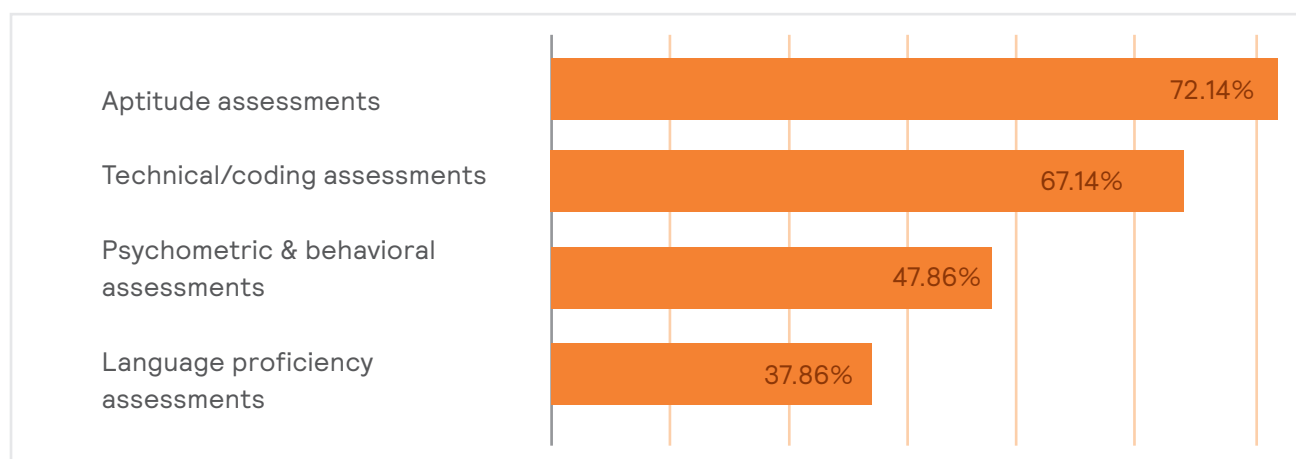


CHART 6: TYPES OF SCREENING ASSESSMENTS COMMONLY USED IN CAMPUS HIRING

67% of organizations rely on technical assessments and coding simulators to hire at scale and test the depth and the extent of knowledge for engineering profiles.

Cultural fitment is another essential aspect of campus recruitment. Students and organizations are equally concerned about cultural fitment. Thus **47% of organizations use psychometric and behavioral assessments.**

Screening assessments are the make or break of any hiring drive and, therefore, organizations often strive to dedicate the most amount of time to this stage. However, the same suite of screening assessments can not work across all campuses and profiles and result in effective screening. Organizations need a more strategic solution that solves all their screening challenges by customizing assessments, carrying them in a secure environment, auto-grading solutions, and summarizing results to ease the process for campus recruiters, making the campus hiring drive a successful undertaking.

INTERVIEWING

Interviews are another vital aspect of the campus hiring strategy as it allows organizations to understand their potential employees better.

Since there is **no standardized guide on how to conduct interviews, what to ask, and how to rate candidates on their answers, 45% of organizations view this as a considerable obstacle in conducting productive interviews**. Different interviewers have different perspectives on the right fit for the organization, and in the absence of any structured guidelines to measure the correctness of a candidate's answers, determining a good fit becomes exceedingly difficult, if not impossible. Also, 37% of organizations claim that while more than one person often interviews one candidate, there is no single platform to manage the records of multiple ratings and update its status when the process moves forward.

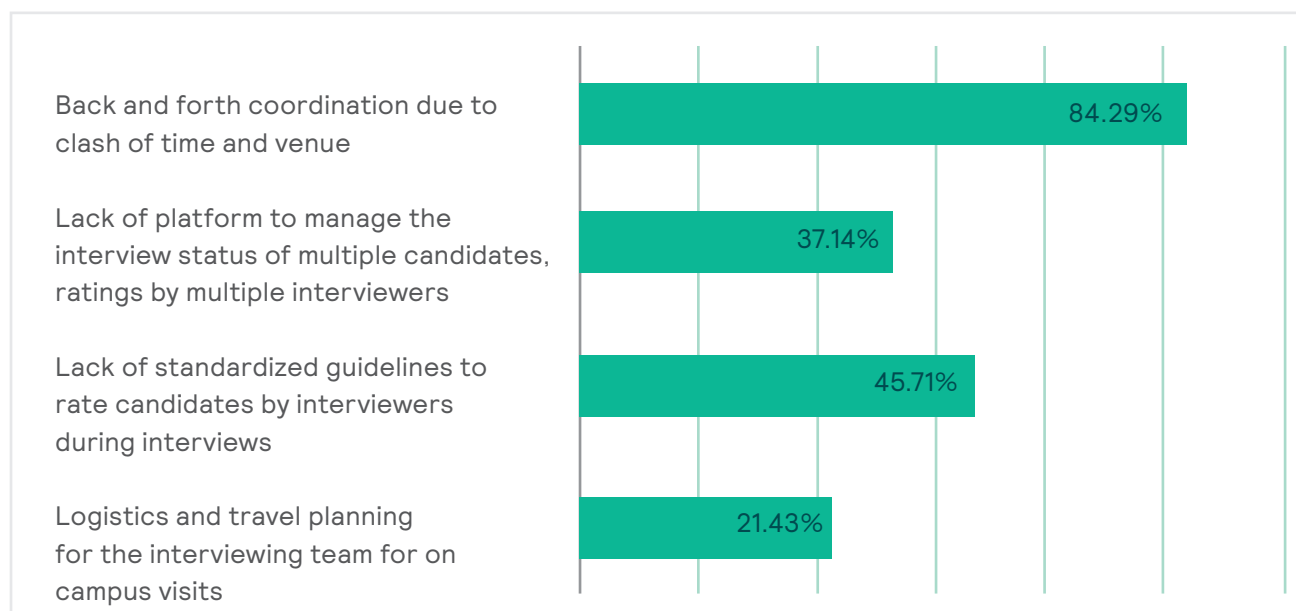


CHART 7: CHALLENGES WHILE CONDUCTING CAMPUS INTERVIEWS

The very nature of interviews is that they can be easily manipulated without a suite of result-oriented questions, making this stage often misleading, sometimes even futile.

Due to a high volume of companies competing for the best talent, **the logistical problem related to booking of interview venues and slotting for convenient time without a clash with parallel hiring drives is a major challenge, accounting for a whopping 84%**. Organizations are always fighting for better time slots in the students' schedules, which requires a constant exchange of communication.

Interviews require time and attention from both the students and the organization, but the lack of structure and the constant clash among organizations does not let any party do justice.

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03

Campus hiring best practices

CAMPUS HIRING BEST PRACTICES

TRADITIONAL CAMPUS HIRING	VIRTUAL CAMPUS HIRING
Rely on the same list of campuses every year	Use campus intelligence to methodically shortlist campuses that align with your requirements of competencies and salary brackets
Deliver a pre-placement talk using repetitive presentations	Conduct a highly energetic and interactive online contest – hackathon, ideathon, case study competition
Book a physical venue and schedule slots	Roll out online assessments (personality, behavioral, cognitive, technical, domain, communication) that are time and location agnostic
Send a dedicated team of recruiters and invigilators	Evaluate from the comfort of your location, employing manual proctors or let AI flag malpractices
Manually grade assessments	Auto-grade assessments and generate instant results, set benchmarks for easy and automatic screening
Visit each campus to conduct face-to-face interviews	Interview candidates anytime, anywhere with structured video interviews
Logistical costs and execution, with access to only a handful of colleges	Cost-effective solutions, without the need to visit any campus
Long and unstructured processes	Decreased the time to hire with smart sourcing, screening and interviewing tools

COVID-19 has already changed the world in more ways than we know. With four months into lockdown and counting, the continuity of processes requires technological aid to tide over the crisis. With no visible end to the ongoing health emergency, the pandemic has been an eye-opener for organizations to embrace the resilience of online tools to shape the future of work. Ensuring that the objective of a campus hiring drive, which is to access and onboard good quality candidates at scale, ease, without compromising on efficiency, is met, the pandemic is an opportunity to use this disruption to enter the new age of virtual campus hiring.

The success metric of any campus hiring drive is the final onboarding rate. **Organizations using modern-age tools enjoy an onboarding rate as high as 76%, which is higher than organizations that continue to conduct their campus hiring drives through conventional practices.**

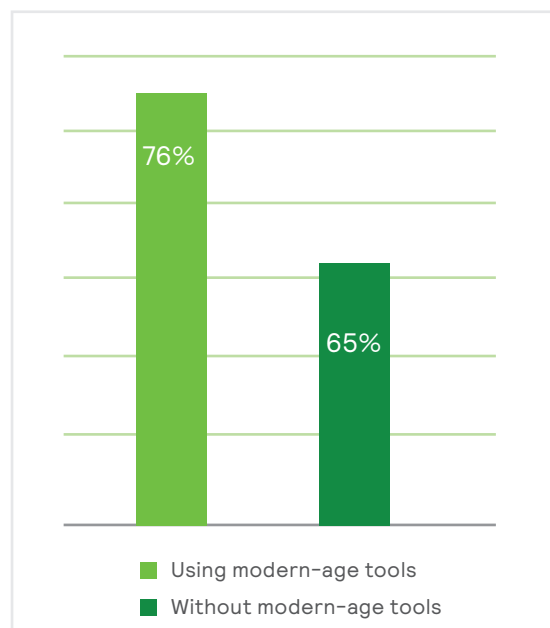


CHART 8: ONBOARDING RATE BY MODERN TOOL USAGE

The evolving expectations of the millennials, combined with the strain of COVID-19, have forced organizations to transform their campus hiring strategies. With digitization and the use of modern-age tools, organizations have witnessed an uptick in their onboarding rate. This has also freed them from considering any geographical constraints while targeting campuses.

We have listed down the best practices of organizations that have successfully worked toward solving their biggest challenges in all the stages of their campus recruitment process. We have attempted to answer the 'why,' 'what,' and 'how' of each practice that can enable organizations to continue with their business in these unusual times.

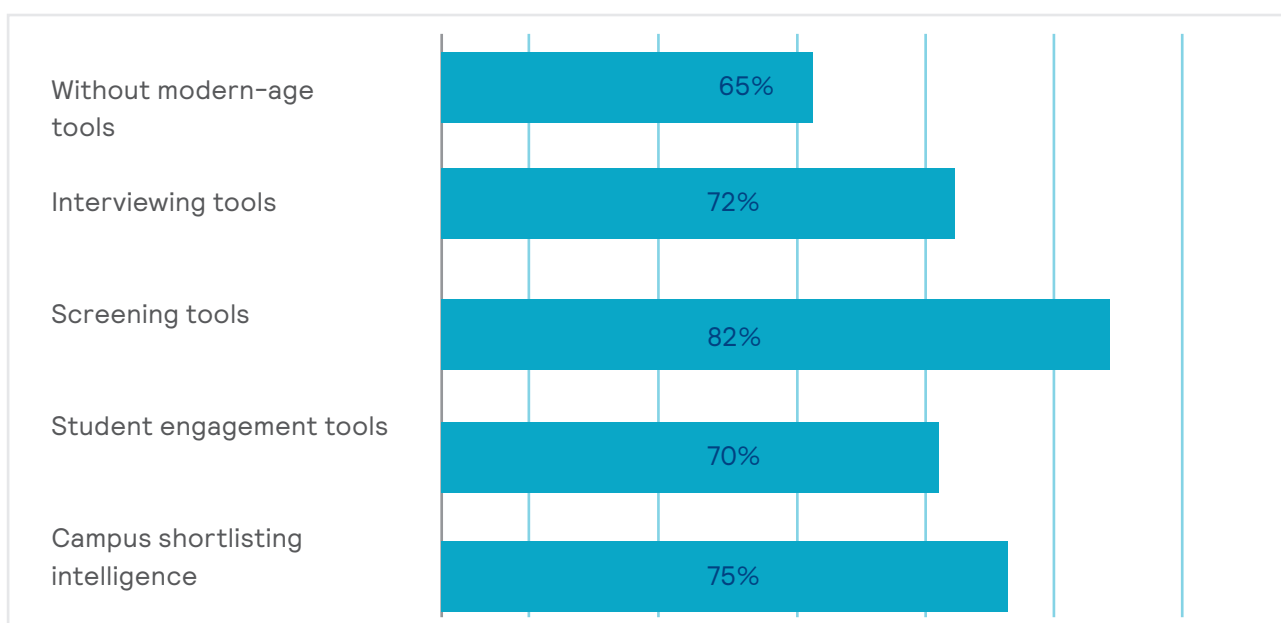


CHART 9: ONBOARDING RATE BY SPECIFIC TOOL USAGE

CAMPUS INTELLIGENCE FOR SMART CAMPUS TARGETING

Building campus intelligence requires organizations to collect all the efforts conducted by organizations year-on-year and analyze the results. This can help in attributing scores to each campus in terms of how the students perform in assessments or how many of them fall in the organization's preferred salary range.

Campus intelligence also involves creating a **competency heat map** whereby each campus's overall students' performance can be mapped on the competencies prevalent in the industry and assigned to the individual organization's competency requirements.

Organizations often overlook this step in the campus hiring program. Just as every recruitment requires planning, the scale of campus hiring demands an in-depth understanding and expectation setting from different campuses and their students. Campus intelligence helps you do just that and more, effectively empowering you to target the right colleges for the right reasons, thereby increasing your onboarding rate.

75%

The use of campus intelligence as the first step in an effective campus hiring strategy results in a 75% onboarding rate.

PRE-PLACEMENT ENGAGEMENT THROUGH INNOVATIVE CONTESTS

Gone are the days when campus placement camps stretched for several days, beginning with a pre-placement presentation and talk. With shortening attention spans and a desire to do more in the least amount of time, pre-placement engagement demands organizations to put their most creative steps forward and help potential employees understand the existing culture and nature of work in the organization in the most succinct way possible.

Millennials spend most of their time on digital media. Hence organizations should take that route to establish a connection with them. With targeted social media campaigns around the company's culture, employee success stories, and employment perks, organizations can arouse the candidates' curiosity about the brand. Contemporary campus engagement focuses on building a connection between the students' ambitions and the vision of the organization.

Organizations using innovative campus engagement tools such as hackathons, ideathons, quizzes, and other interactive contests enjoy a 70% onboarding rate.

Hackathons and other campus engagement competitions are among the easiest ways to source candidates and build a niche brand identity. They are equally useful to bridge the gap between theory and practice. Virtual campus engagement activities empower organizations to create a digital footprint and brand presence across multiple campuses concurrently.

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They also allow you a far greater scale as these online competitions can be scaled to include any number of teams. The prizes can be an additional attraction for the students.

Hackathons give organizations a ground to test students not just on academic knowledge and skill application but move beyond the conventional parameters to evaluate entrepreneurial acumen, high order and time-bound problem-solving, effective communication and compatibility with the broader business objectives. Hackathons, ideathons and case study competitions create a business simulation for students' real skills.

With the right problem statement, these contests can prove to be a definitive step toward offering a job to a student. Conducting a hackathon can combine sourcing and screening into a single step, followed by an effective interview, eventually cutting down on the time and cost involved in the campus hiring process.

The best thing about these contests is that they can be rolled out online without a dedicated team set up a base on the campus.

ONLINE SCREENING ASSESSMENTS SECURED WITH REMOTE PROCTORING

Effective screening assessments can have a towering impact on an organization's onboarding rate. In this case,

82%

Using online screening assessments secured with proctoring technologies guaranteed an onboarding rate of 82%.



The challenge with screening assessments is two-fold. The first is the content of these assessments, and the second is the coordination involved in their execution.

The subject matter

Screening assessments have a direct correlation with the on job performance and cultural fitment. With **new-age screening assessments and tools**, analyzing data to predict hiring outcomes has become possible. Many organizations are tapping into these predictive analytics powered by AI and testing students on multiple levels of personality, cognition, and skill.

A customizable set of assessments that holistically measure all aspects of a potential employee, namely behavioral, cognitive, and specific domain knowledge, can improve the onboarding rate. **Auto-graded tests** can be administered to solve the problem of benchmarking and cutoffs.

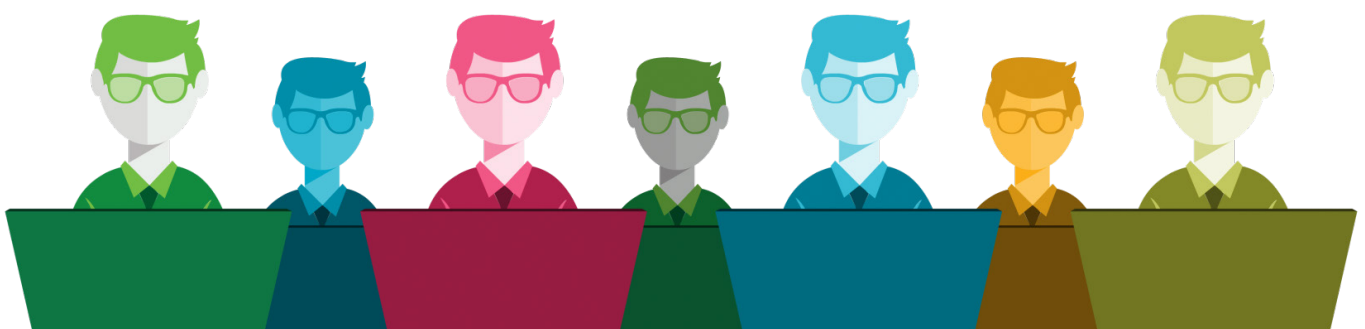
A great way to increase the effectiveness of assessments is basing them on **competency frameworks**, explicitly designed for every job role. This helps streamline the campus recruitment process and lends it a structured approach by improved utilization of assessments.

The execution

The struggle of organizations in coordinating with campuses to find an available and favorable time slot for conducting screening assessments is an ongoing process. While screening assessments as a tool undergo innovation, the challenge of execution and coordination in the screening stage can best be solved through remotely proctored assessments.

Remote proctoring uses manual and AI-based remote invigilation technologies to conduct online assessments from any location that prevents candidates from indulging in unfair means. It enables organizations to securely screen students from the comfort of their location, without having to dedicate an entire team to hop from campus to campus. Similarly, it allows students to take the test at their convenience. Remote proctoring eases the process of delivery and coordination by removing the need for large-scale physical venues.

While online assessments accurately evaluate students on both professional and personal skills, proctoring allows them the ease to take the exam from a location of their choice, resulting in a significant increase in the onboarding rate.



STRUCTURED VIDEO INTERVIEWS

72%

Using structured interview platforms helped organizations achieve a 72% onboarding rate.

As is the case with screening assessments, interviews also face a challenge in coordination and content. The battle to make your voice heard during the busy season of campus recruitment is endless. The most challenging task in this process is to allocate ample time to properly interview each student and learn all the relevant information to make a successful hiring decision. However, due to time constraints, organizations often lose out on deserving students.

While the fight for physical space and students' time continues to take a front seat during the campus hiring season, organizations in the digital age are shifting to structured interview platforms, which

give students the freedom to record their interviews according to a set of pre-decided questions or attend a live video interview.

A **structured video interview** is a standardized way of comparing job candidates. The hiring manager creates interview questions, focusing on the skills and abilities being sought by the company, along with a standardized scale for evaluating candidates. Since the questions are mapped to the organization's present and future competency needs, there is negligible scope of an unfair or subjective assessment, even when multiple interviewers are involved.

Video interviews are location agnostic and can be used as a great tool for candidates to speak their minds without time constraints. It enables organizations to understand their potential employees better, beyond their academic achievements. Video interviews can also be used to assess communication skills, a prerequisite for many job profiles.

Beyond exchanging resumes and business cards, most recruiters can not remember the students they interacted with or those who stood out. Pen and paper notes do not amount to valid tools. Structured interview platforms create a database of recorded interviews for later reference and review or establish a talent pipeline of potential candidates to revisit when the demand arises.

Structured video interviews help organizations scale up the campus hiring process without deploying considerable resources and undertake extensive travel, provide candidates with a fulfilling experience, and solve the content aspect of standardized questions and rating guidelines. It puts organizations at the forefront of innovation and high-technology, often attracting the future workforce.



CONCLUSION

The new-age campus recruitment needs a revamped strategy that works well, even when organizations can't visit numerous campuses like in the present circumstances. It is the only scalable and sustainable model for campus recruitment.

Modern-day campus recruiters, faced with unprecedented

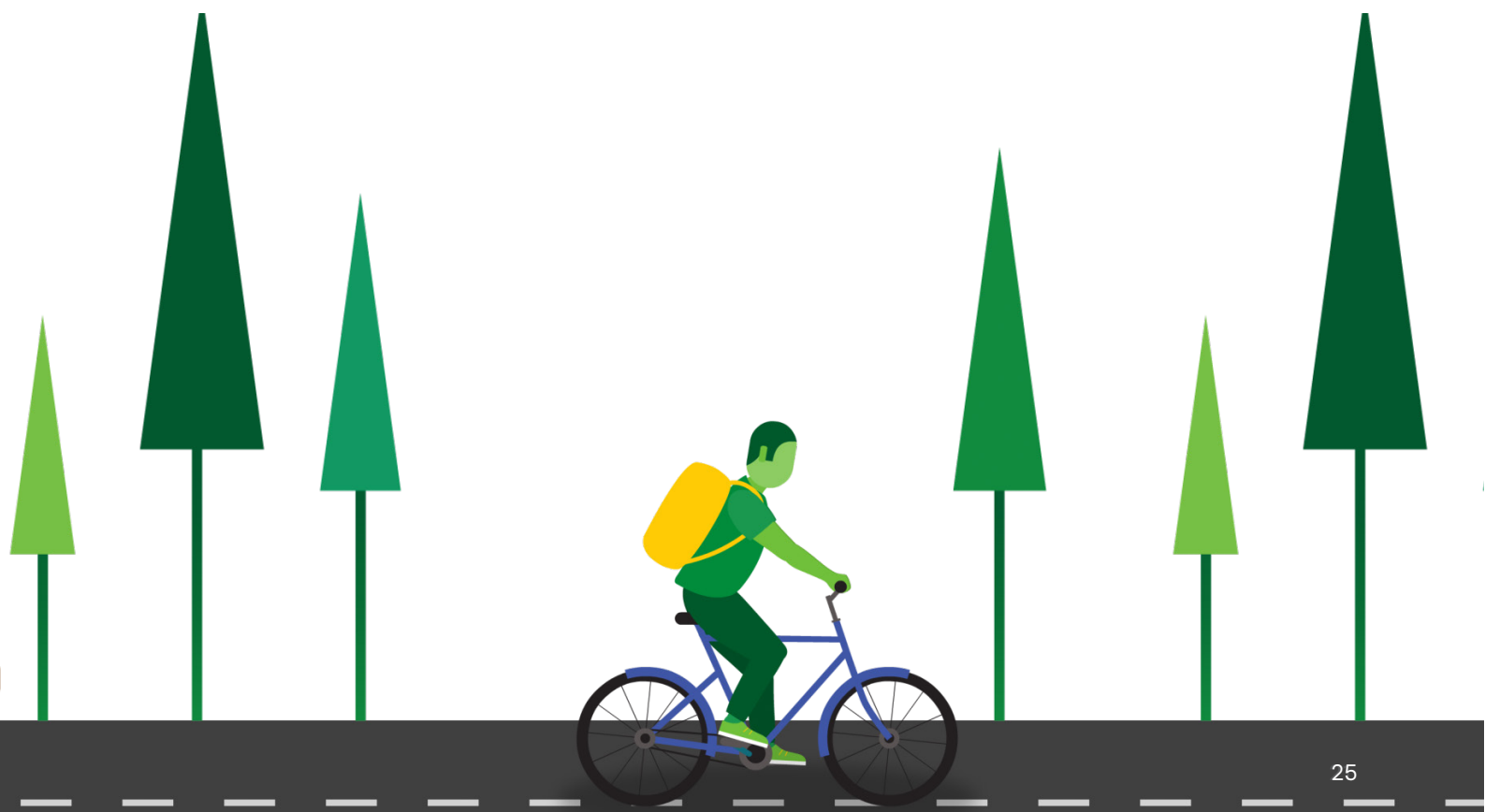
challenges

during Covid times, are seeking to reform their strategy by leveraging

technology

to revolutionize campus hiring practices.

Virtual campus hiring benefits all the stakeholders and helps organizations reach the most deserving candidate, irrespective of their college, course, or location. The time is right to embrace an all-virtual campus hiring strategy. It is an opportune moment to transform your organization's campus hiring processes and move toward the future-of-recruitment by incorporating new technologies and tools that ensure maximizing the outcomes of your initiatives.



HOW CAN MERCER | METTL HELP

Campus hiring drives take a lot of time, resources, and money, and thus, organizations are looking to move online to transform this process. Mercer | Mettl enables organizations to break away from traditional and redundant hiring processes, and take the first step toward virtual hiring, using the best in technology.

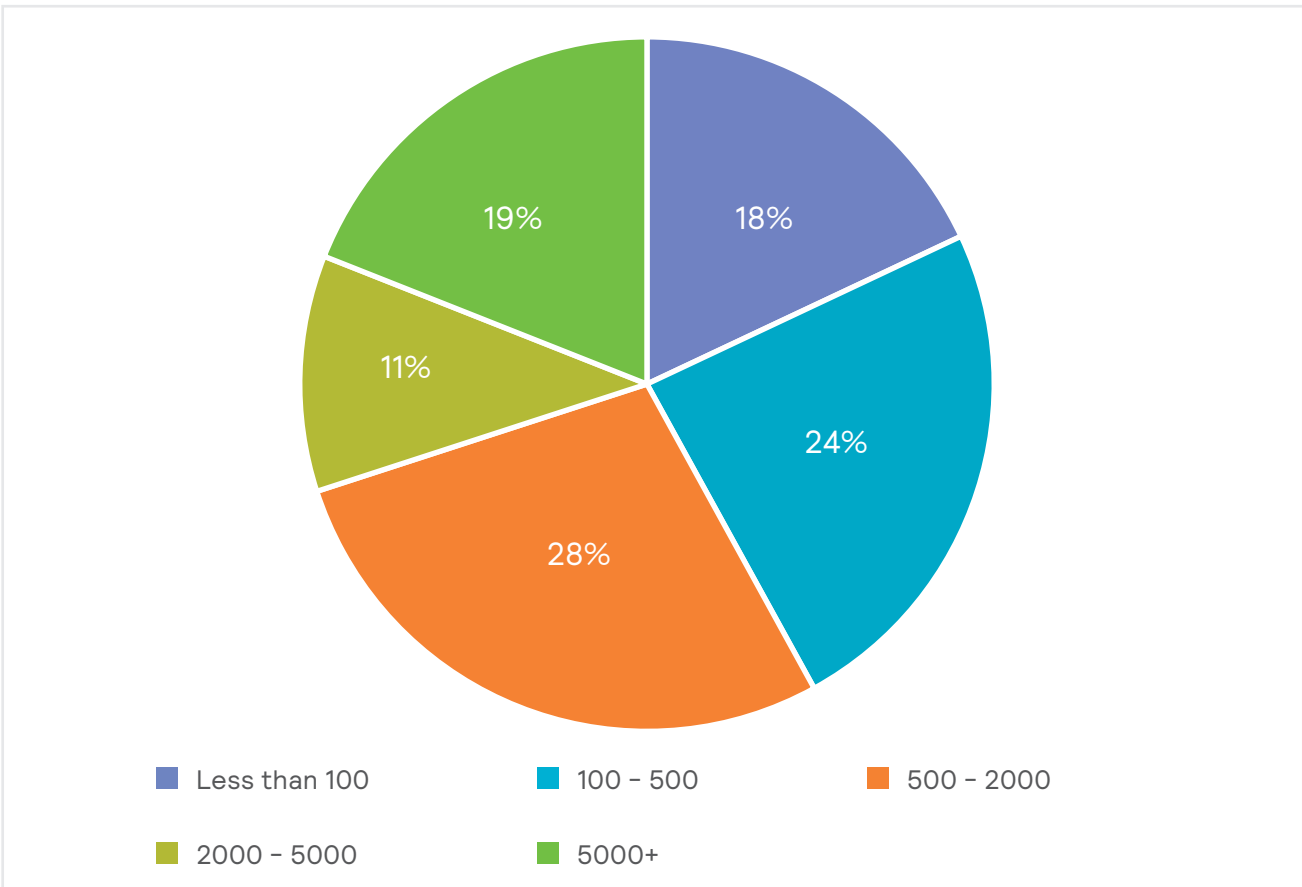
Mercer | Mettl's technology-driven solutions can help you conduct large-scale virtual campus drives through the following offerings:

Mercer Mettl offerings	Tool description
Virtual campus hiring strategy	<p>Mercer Mettl's campus hiring strategy has helped India's leading organizations reach and filter a large pool of candidates, increase campus footprint, and improve the turnaround time. Our comprehensive 6-step campus hiring strategy includes:</p> <ul style="list-style-type: none">• Building campus intelligence• Building relationships with campus• Virtually engaging with students• Using modern screening tools• Conducting structured video interviews• Engaging students post-offer roll out <p>Mercer Mettl's team of experts can help you develop and execute a virtual strategy that suits your business needs.</p>
Competency framework	<p>Mercer Mettl helps you create competency frameworks tailored to your present and future requirements, with an in-depth analysis of employee characteristics, job factors, and other external conditions for a structured hiring process.</p>
Xathon	<p>Xathon is Mercer Mettl's hackathon, ideathon and case-study management platform that allows you to take complete control over the event with the ease of scheduling multiple events and coordinating with numerous stakeholders with just a few clicks.</p> <p>Mercer Mettl's team of subject matter experts help you execute a successful hackathon from ideation to event roll-out.</p>

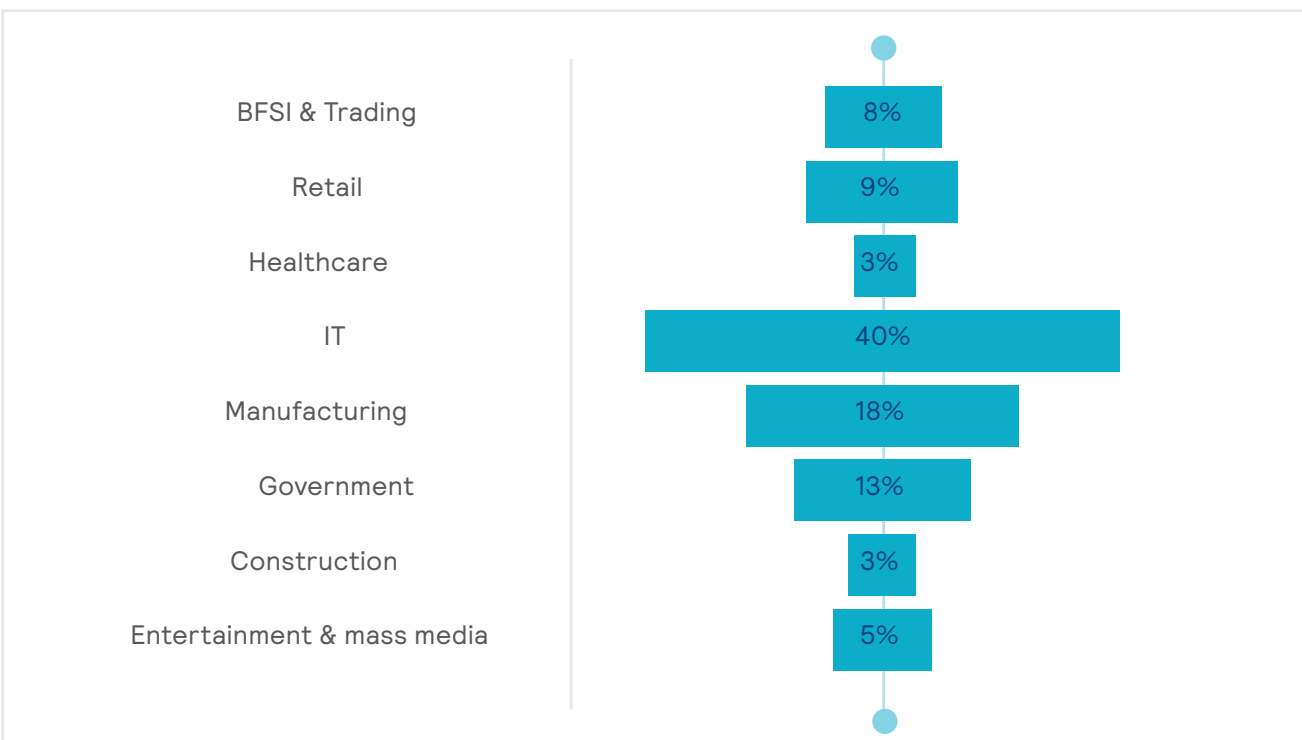
<p>A suite of assessments & simulators</p>	<p>Our vast library of tests and simulators gives you the freedom to create your tests and challenges to evaluate the shortlisted candidates' true skills. Choose from a wide range of psychometric, cognitive, technical, and role-based assessments to secure the best fit for the role.</p>
<p>ProctorPLUS</p>	<p>ProctorPLUS is Mercer Mettl's cutting-edge tool driven by artificial intelligence to provide a holistic solution to ensure the integrity of your assessments in a cost-effective and scalable manner. It comes pre-integrated with Mettl's examination platform.</p>
<p>VidView</p>	<p>Mercer Mettl's intelligent interview platform that supports competency-based structured interviews with collaborative tools allows you to create a panel of interviewers, define grading framework & schedule interviews easily.</p>

Connect with an expert

SURVEY RESPONDENT DETAILS



RESPONDENTS' ORGANIZATION SIZE



RESPONDENTS' ORGANIZATION INDUSTRY TYPE

ABOUT US

At Mercer | Mettl, our mission is to enable organizations to make better people decisions by making credible people decisions across two key areas: Acquisition and Development. Since our inception in 2010, we have partnered with 2900+ corporates, 31 sector skill councils/ government departments, and 15+ educational institutions across 90+ countries.

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