

HIREPRO PARTNERS WITH AXIS BANK TO ENHANCE ITS COLLEGE RECRUITMENT WITH A PERPETUAL SKILLS-BASED HIRING PROGRAM



Axis Bank is the third largest private sector bank in India. The bank offers the entire spectrum of financial services to customer segments covering Large, Mid-Corporates, MSME, Agriculture, and Retail Businesses. The bank has a large footprint of 5,100+ domestic branches with 15,000+ ATMs and cash recyclers spread across the country. With a balance sheet size of Rs. 13,17,326 crores as on 31st March 2023, Axis Bank has achieved consistent growth and with a 5-year CAGR (2017-18 to 2022-23) of 14% each in Total Assets and Advances and 16% in deposits.

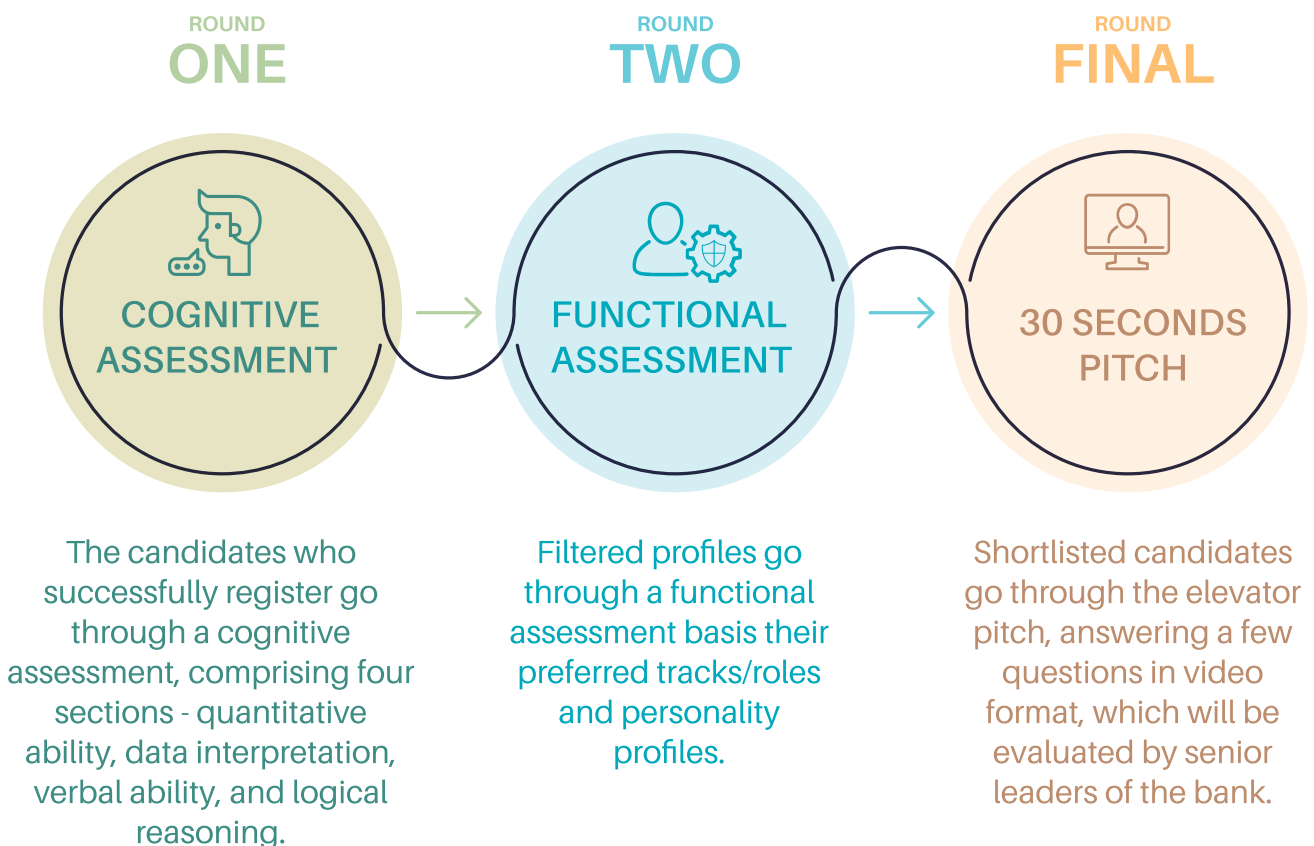
THEIR NEED

Axis Bank had an innovative idea of creating an alternative channel to campus recruitment with a greater focus on skills-based hiring, under the **Axis Arise** program. To ensure the successful materialisation of such an innovative idea, they needed a capable partner.

The bank sought to reach out to urban and diverse talent, including those in Tier II and III cities, to provide equitable opportunities. The main aim was the creation of a dedicated program which would voice this mission and successfully spot “early talent” from even the most remote parts of the country.

KEY REQUIREMENTS

The selection process involves 3 rounds:



Given the intended wide reach across the country, the bank believed that a minimal payment during registrations was necessary to ensure that only serious and invested talent is enrolled for this trailblazing program. Within this scope, they desired:

- End-to-end automation for registration, assessments, and interviews
- Ability to attract and source suitable candidates
- Detailed digital registration with online payments
- High-quality custom assessments for multiple job roles
- Automated detection of impersonation and behavioural fraud
- Scalable platform to handle high volume of registrations, assessments, and interviews
- Continuous candidate engagement and support across all stages

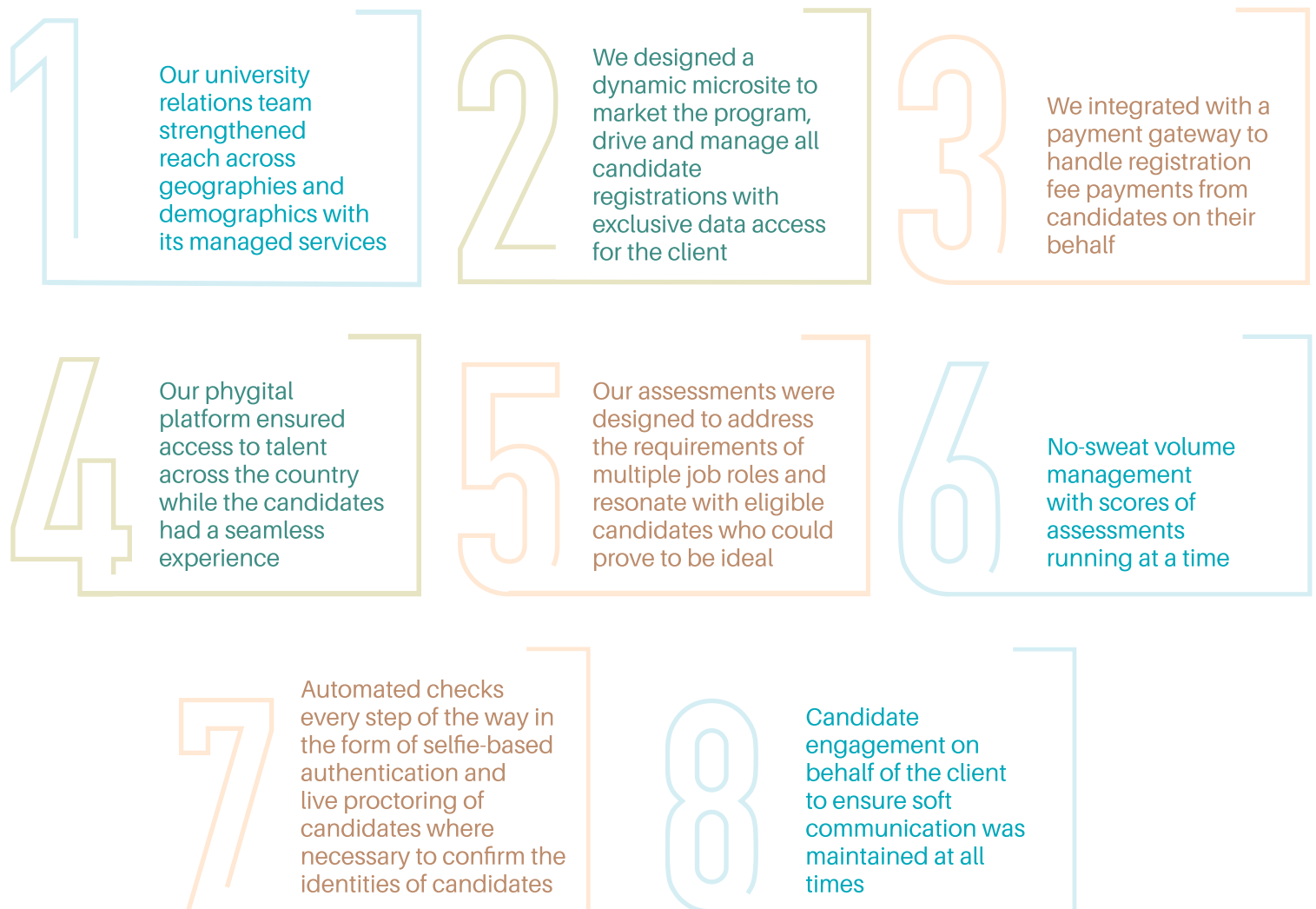
WHY HIREPRO

Axis Bank sought an experienced partner who could provide both platform and services, while also being able to provide high-quality advice.

While they considered other players in the market, HirePro was chosen due to its ability to provide a robust and comprehensive platform, superior service and execution capabilities, and targeted candidate engagement capabilities.

OUR APPROACH

We worked closely with multiple stakeholders at their side to help them leverage our perfect mix of a world-class platform and top-class consulting services to make this program a success.



Significantly, we served as the custodian of the entire candidate journey from registration until assessment completion, while providing the client complete access and visibility to candidate records and performance.

THE IMPACT WE DELIVERED

The engagement started with 6,000 registrations and 3,600+ online assessments on the HirePro platform in the pilot phase. Based on learnings from this phase, and with a better understanding of the talent pool, **Axis Bank** hit the bull's eye with its marketing strategies. HirePro was able to leverage its intricate campus network and helped boost the reach further. The subsequent phase saw registrations growing by more than 5 times and online assessments growing by more than 7 times.



Axis Bank achieved seamless registration and verification processes, ensuring only eligible candidates within the desired qualification range were enlisted.

The implementation of the appropriate assessment combinations facilitated the identification of candidates who displayed the desired behavioural patterns and capabilities, such as integrity, customer-centricity, and learning capacity.

The dynamic microsite and marketing trackers contributed to increased visibility and brand recognition for the program leading to a higher quality pool of candidates.

Our customised assessments enabled the evaluation of specific competencies, ensuring that only the most suitable candidates were selected for jobs requiring specialised skills.

The implementation of AI proctoring allowed for fraud-proofing and efficient post-review of assessments, streamlining the evaluation process for volume.

WORDS FROM AXIS BANK

To **Axis Bank**, faceless interview process has always been a part of its long-term HR strategy and HirePro had the right platform that helped us Go Live in 2022. Assessing the candidates' communication and functional skills was the most crucial step in the hiring process and the team optimised the tool, allowing our hiring managers make the right yet skill-based hiring decisions. HirePro has enabled our talent strategy of conducting a comprehensive evaluation of potential talent by evaluating the candidates beyond their pedigree.

Arpita Pamnani
Vice President, Human Resources

THE HIREPRO ADVANTAGE

At HirePro, Fearless Hiring is at the heart of everything we do. We firmly believe that our bold pursuit of excellence, combined with cutting-edge technology and a committed team, is the key to helping our clients recruit top-tier talent and build exceptional teams. Our product, technology, and services teams are driven by a fearless dedication to automation and the elimination of challenges that might arise at any stage of the hiring journey. Established in 2004 and headquartered in Bengaluru, we offer pre-eminent technology platforms and allied services to companies that require expert support to navigate the talent landscape. Today, HirePro is reckoned as an AI-powered recruitment platform that stands as a global beacon of fearless hiring. Serving as the partner of choice for businesses worldwide, we help fearlessly navigate the intricate phases of the recruitment supply chain.

