



CAREERSINDIA

# Assessment Pulse

October 2006

INSIGHTS AND TRENDS IN E-ASSESSMENT

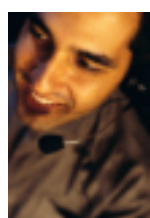
*"Assessment Pulse from the Careersindia team brings to you the happenings in the assessment space that Careersindia has been associated with."*



Assessment Pulse from the Careersindia team brings to you the happenings in the assessment space which we believe would be of high relevance to you. We thank you for your feedback on our earlier editions and will look forward to more of them to make this useful and informative.

- [NASSCOM – NAC – Pilot Phase Completion](#)
- [Costs of Attrition](#)
- [Careersindia Certified Assessment Centers](#)
- [Careersindia Research and Analytics Program](#)

*"The companies can make use of this service and get access to a ready pool of candidates tested on standardized assessment suitable for various job-processes"*



The **NASSCOM – NAC** Initiative has been successfully implemented for the second phase of the pilot programme and has been completed across all locations that were planned for being covered. This phase comprised of existing employees from various leading BPO companies all over India as participants. Over 3000 employees participated in this 2 month long exercise.

As **the only Indian company participating in this initiative**, **Careersindia** was asked to make detailed reports on the findings of this exercise.

The second phase findings provide valuable inputs in establishing a nation-wide benchmark for a job and career in the ITeS industry. More details on this project may be obtained from the website of [NASSCOM](#)

*"While the direct costs of hiring are easy to see, it is the indirect costs that worry the organisation"*



## Attrition Costs!

Gone are the days when it was simple to work out a budget for HR. While the direct costs of hiring are easy to see, it is the indirect costs that worry the organisation. It has been said that direct cost of hiring is usually 30 to 40 % of the annual salary consisting of fees for the placement specialists or advertisement, cost of selection tools and miscellaneous expenses such as communication, travel, reimbursements etc. This does not include the executive time which varies according to the importance of the position.

While this is certainly high, only progressive organisations compute indirect costs, which will include the cost of attrition :

### Cost of replacement

### Cost of vacancy

### Cost of training and learning

All these add up to 12 months of annual salary or more considering the impact they have on the productivity and organizational morale. Hence smart organisations are directing their attention to employing specialists, modern tools and technology to bring in consistency, speed and robustness in ensuring that they hire the best and retain the best. Companies do not want to miss out on a good hire from the hundreds who apply and at the same time certainly will not like the 'law of averages' to operate when they screen and select from those hundreds and make a mistake hiring wrong people.

With recruitment becoming more complex and users becoming more sophisticated, the need for **periodic checks on attrition** is growing. Many international companies have **structured third party support** and have found them to be **a significant revenue generator**. Because of such support, organisations are retaining highly skilled, motivated, able to learn, and willing employees to lead their companies in providing world-class service.

Careersindia is currently undertaking several research studies with organizations on attrition. These client organizations have been using the online Attrition Analysis service '[Exit Pulse](#)'.

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## Careersindia Certified Assessment Centres



Careersindia's testing and assessment solutions rely on the web as a medium of delivery. Candidates from all over India access Careersindia's tests through the Internet from their Colleges, Companies or browsing centres.

In response to the growing need from its clients to have authorized Assessment Centres for screening candidates, Careersindia delivers clients convenience, flexibility and economy by having a strategic association with specific Internet Access centres in several locations in India.

These centres conform to the specifications of the requirements in terms of infrastructure and connectivity required for the deployment of the online assessment solutions of Careersindia.

In addition, the personnel in these Certified Centres are trained and certified in the test administration process as per specifications. [For more Info...](#)

## Careersindia Research and Analytics Program



**Careersindia**, being one of the early movers in the testing and assessment space, believes that continuous research is essential for sustained progress. **Careersindia** considers it important to do systematic research in collaboration with client organizations to provide client specific profiling, norming etc. **Careersindia** research is essentially in three broad areas.

- Research for New Product Development
- Research and Analysis of Services for online Assessment of employee satisfaction and employee attrition
- Team, Company and Industry Specific Norm Building Services

Industry specific research programs on Behavioural and Managerial Assessment are currently happening. [Click here](#) if your organisation would be interested in taking part in our research program.

## The Road Ahead



While online assessment is picking up steam, developments are on for many more services to make human resources management more technology-savvy, result-oriented and cost-effective.

Allied services already used by organisations include, photo capture for authentication, multimedia content in assessments, seamless integration of human rating with online assessments and so on.

We are also making efforts to broadbase the **assessment concept from individuals to teams to organisations**. This enables companies initiate HR diagnostics and problem solving by studying **culture, climate, attrition, engagement and career management**.

These promise the same benefits as online testing – reduced geographical constraints, smarter deployment of technology for HR challenges and greater cost-effectiveness.

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