

CASE STUDY

About the Client

A Life Insurance Company which is one of India's leading private life insurance companies. It is the world's leading insurance conglomerate and one of the largest asset managers in the world.

It began its operations in 2001, and today has a pan-India presence with 582 branches. The company offers life insurance solutions through its strong product portfolio, which includes traditional insurance products and ULIPs for enabling customers fulfill their LifeGoals. The company also offers

Solution

Wheebox designed the assessment for the client which consisted of psychometric competencies plus an aptitude assessment for shortlisting the candidates.

MBA freshers hiring PAN India to fill approx. 350 positions for Life Insurance Sales role.

Wheebox team supported them in end to end campus hiring solution which included planning of drives at campus, branding and marketing of the organisation at campuses for visibility to the candidates before the assessment and interview drives, on ground support at the campuses on the day of the event, supporting client from assessment to shortlisting to offer and joining.

The rate of offering candidates at the campus increased using the online assessments and positions filled at an increasing pace with end to end support by Wheebox team which was almost 50% increase from the numbers they hired compared to last year. 350+ offers rolled out in two weeks time only(out of 800 assessments) for North region, remaining for West, South and East closed in the next two weeks duration.

To Speak to our assessment specialist please email at info@wheebox.com

Problem Statement

Recruiting sales personnels for selling life insurance and related financial portfolio products is always the pain area of recruiters in BFSI domain. The attrition rate is high and hiring numbers are high too.

The company wanted to hire freshers from campuses across India and had to fill in the positions within a stipulated time.