

# CASE STUDY

## About the Client

This financial institution is the third largest of the private-sector banks in India offering a comprehensive suite of financial products. The Bank offers the entire spectrum of financial services to customer segments covering Large and Mid-Corporates, MSME, Agriculture and Retail Businesses. The bank has its head office in Mumbai, Maharashtra. It has 3,882 branches, 13,814 ATMs, the network of Axis Bank spreads across 2,211 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services.

## Solution

Wheebox designed and deployed an assessment that was designed specifically for front line sales hiring keeping in mind the demographic preferences of candidates, their family background, their need for job, their interest in front line sales profile etc. Wheebox used APIs to connect to client ATS for better and fast portability of data. Wheebox used Safe Exam Browser (SEB) to control cheating from any other location/browser across diversified locations/branches. This resulted in reducing turnaround time in testing to joining of candidate and better productivity of resources who were used to conduct tests either at campuses or own premises.

## The Process

The company uses a pen and paper test for hiring which results in high turnaround time for candidates from taking the test till their joining process. The frequency of questions remained same.

The demographic assessment process was used for selecting or rejecting candidates for hiring front line sales executives. The hiring is in bulk and attrition is usually high in this kind of profiles. The solution posts this assessment is reducing attrition, retention of right candidates etc.

To Speak to our assessment specialist please email at [info@wheebox.com](mailto:info@wheebox.com)