



## How Singtel automated pre-screening & competency-based assessment with impress.ai



### About Singtel

The Singtel Group is Asia's leading communications group.

They have a diverse range of services including fixed and mobile data, internet, TV, information communication technology (ICT) and digital solutions.

The Group has a vast network of offices throughout the Asia-Pacific, Europe and the USA, and employs 20,000 staff worldwide.

### Requirements

Singtel HR team's goal was to provide a seamless experience for candidates in their multi-stage assessment process on a single chat-based platform. They also wanted Robotic Process Automation (RPAs) to handle manual, repetitive tasks previously managed by the team.

### Solutions

Impress provides a seamless application experience for candidates in a multi-stage assessment process in recruitment using an automated and centralised AI-based platform. Our platform also helps automate repetitive and low value-added tasks for recruiters.

### Results

Offered an engaging experience for all candidates, helping

to make the multi-stage assessment process more seamless. Helped create a centralised dashboard for recruiters which uses data analytics to provide insights around leading indicators of talent attrition and potential.

*Kate came along as the team wanted to humanise the chatbot and provide a warm persona to interact with the candidates and bring them through the various stages of the selection process beyond the initial screening.*

*Hui Qi Yeo,  
Manager, Talent Management at Singtel*



*"The platform is user-friendly and we like how the dashboard can be customised to make hiring decisions faster. More importantly, it helped to enhance our candidate experience – we are glad that many candidates liked Kate and enjoyed interacting with her."*

*Hui Qi Yeo  
Manager, Talent Management at Singtel*

Starting the journey to provide a seamless experience for candidates in a multi-stage assessment process using a single chat-based platform.

Singtel wanted to create a seamless candidate experience for the Singtel Management Associate Programme which has a multi-stage assessment process. The two-year programme, which is designed to nurture effective leaders for tomorrow's digital economy, is one of the most popular and prestigious roles for fresh or recent graduates in Singapore, receiving a high volume of candidates every year. Due to the application process, reviewing the multiple assessments and shortlisting candidates for the next stage required a lot of time and effort on the recruiter's side.

The company started researching RPAs to aid in providing a seamless experience for candidates in the application process, as well as save recruiter time that was being spent on manual, repetitive tasks. Due to the high volume of applicants, they chose Impress as the platform specialises in high volume recruitment.

Introduction to Kate: the 'invisible' colleague working alongside Singtel's HR team.

Kate, an 'invisible' colleague was deployed to work alongside the Singtel HR team, in the form of a chatbot-platform to manage the Singtel Management Associate Programme.

Recruiters and candidates loved Kate and it showed in the numbers: for Singtel, 99.9 percent of candidates being reviewed and informed within a couple of months showed high recruiter usage of the platform - and meant that candidates were hearing back on their applications much faster. Kate was able to respond to candidate queries with an accuracy of 95.9 percent - saving recruiter effort.

How Singtel's HR team achieved major milestones with Impress for the Management Associate Programme.

Singtel now delivers an engaging candidate experience for candidates with a faster, automated recruitment solution - Kate.

impress.ai's interactive job application process in a multi-staged recruitment process helped create a seamless and enhanced experience for both Singtel's candidates and recruiters through an automated & centralised chat-based platform. Recruiters were able to consolidate all information and assessment scores on one dashboard, and candidates were able to manage their application on their one source of truth, Kate.



#### Time Efficiency

Recruiters save time in reviewing hundreds of applications and triggering external assessments



#### Automated & Centralised Screening

Candidates can access the bot 24/7 – close to 10% are talking to Kate outside working hours



#### Automated & Centralised Screening

Recruiters can administer all assessments in one place and review candidates' results at the same time



#### Fairness

Hiding biasing information and assessing candidates objectively drives performance-based decisions - 100% unbiased hiring score

#### About impress.ai

*Interview, engage and shortlist candidates at scale with impress.ai*

impress.ai is a leading HR tech company based in Singapore, delivering innovative outcomes for organisations around the globe. Its AI-powered platforms run the recruitment process at all stages, from pre-screening to onboarding, promotions, learning and even internal mobility, autonomously and accurately.

impress.ai's intelligent workflows even use conversational bots to conduct structured, competency-based interviews, underpinned by contemporary organisational psychology – saving you time, eliminating human bias and delivering a highly qualified shortlist.

impress.ai is your competitive edge, giving you 24/7 recruitment capability, increasing hiring efficiency by 75% and improving employee performance and retention.