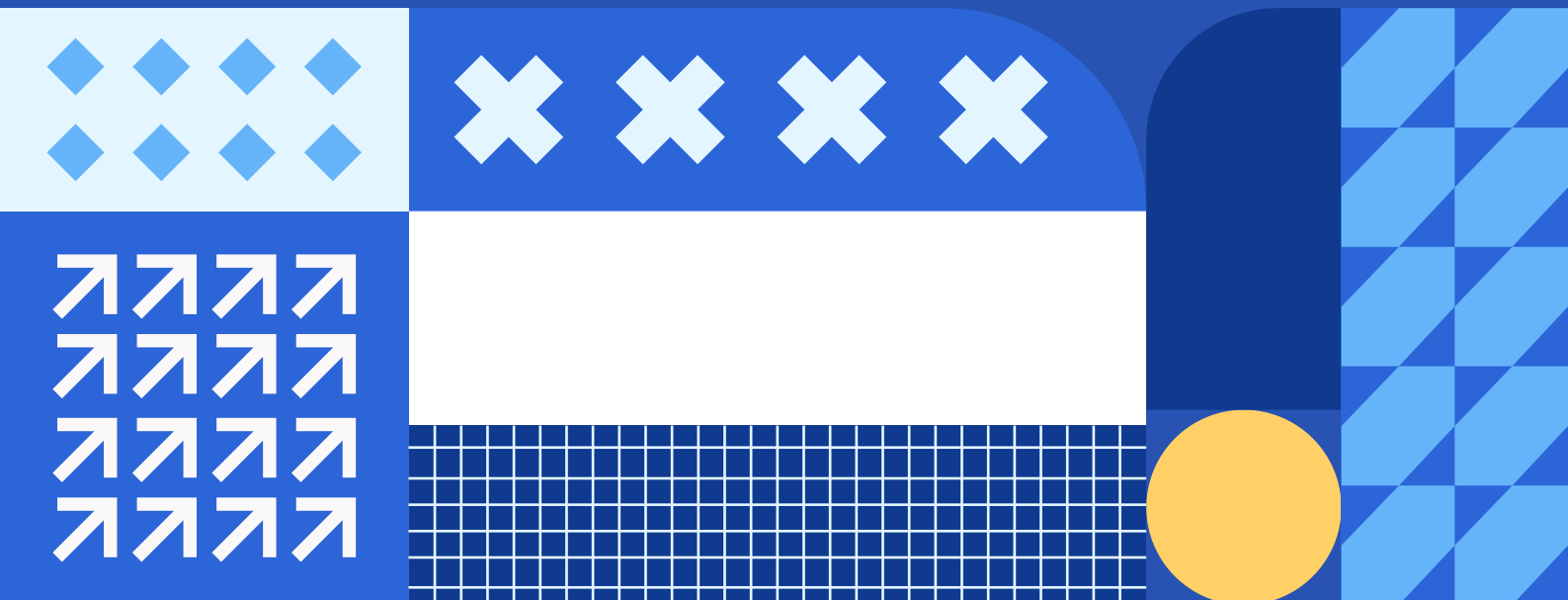


Standardization, normalization and globalization of assessments in the medtech industry

CASE STUDY





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Premise

State of hiring in the medtech industry

Although a lot of the medtech companies are highly innovative and have robust business plans, one of their major pain points is that they are lagging behind comparable industries in their candidate offerings. While finding talent has never been easier, over the past few years attracting and retaining talent has also grown more challenging. In a market controlled by skilled employees, candidates can be easily peeled away from medtech enterprises even when the work is extremely rewarding.

Here, we take a look at a multinational medtech company that was battling bottlenecks posed by tech talent shortage, and fierce competition for senior engineers, and the solutions that helped them change their status quo.

This specific brand has a proud heritage of ground-breaking innovation dating back more than 100 years. The company has time and again leveraged advanced technology and deep clinical and consumer insights to deliver integrated solutions to the market. Despite this, the TA resources at several branches of the company were finding it difficult to attract and engage top tech talent.

The lack of a standard, global assessment structure amplified this frustration.



Requirements

What were the prerequisites and the ideal hiring solution?

Enterprise recruiters often have all the necessary resources at their disposal and hiring talented folks at these firms might often seem to be easier from a distance. But in reality, it's all the more complex compared to small and mid-sized firms. Enterprises have requisitions coming in from several business units, often in multiple time zones and it can be difficult for the talent teams to achieve a complete alignment.

Similar was the challenge posed to us by a technology company in the medtech, consumer health and home care space with business units across the globe. The enterprise leader has been at the heart of future-ready innovations and is continuously ingrained in developing a portfolio of smart, scalable innovations by combining advanced technology and deep insights. Core to its innovation is its global Engineering team, spread across several continents, delivering life-saving solutions with great efficiency.

- The conglomerate found that a lack of standardized assessment practice across several units was holding them back from gaining the most out of the talent attraction and acquisition process.



Requirements

What were the prerequisites and the ideal hiring solution?

- For the same role based out of different locations, the hiring team wanted a standard assessment where questions and difficulty level would be directly mapped to the role.

As its technology infrastructure continued to evolve, there was a need to standardize and normalize tech hiring across geographies. This standard structure would ensure parity in terms of skill set, experience and job role expectations.



**Ideal
Hiring
Solution**

Standard assessment where questions and difficulty level would be directly mapped to the role






Challenges

What were the challenges faced before partnering with HackerEarth?

The recruitment team had already tried out two different assessment platforms and were dissatisfied with the support and found them uneconomical. The enterprise leader was clear on their expectations of a tech hiring tool.

They needed a hiring partner who would support them in their endeavor to achieve the below:



Standardize the assessment for a role based on the skills and experience required and map it to the right set of questions with the required difficulty levels



Normalize the compensation for a role



Globalize hiring processes across different teams



Challenges

What were the challenges faced before partnering with HackerEarth?

The Fortune 500 company had recruitment teams based out of 3 different offices following their separate processes. There was a disparity in terms of assessing developer skills and the remuneration offered for the same role. Moreover, recruiters and hiring managers based out of different geographies used different sets of questions to assess candidates applying for the same role.

Despite being a leading health technology company, the global brand still found it challenging to compete with other technology giants and was on the backfoot while attracting the best tech talent. Top talent did not perceive the brand as a dream technology company while making their choice. A normalized structure with uniform pay would ensure that the company taps into the pool of top developers. Moreover, a normalized pay structure is more attractive to developers, especially when they get paid at par with global talent. This would thereby strengthen their position in the hiring circles and give them an upper hand as a company of choice for product developers.



Solutions

How HackerEarth Assessments helped

With HackerEarth, the enterprise leader found the perfect talent assessment partner who understood their core requirements to standardize, normalize and globalize all tech assessments and addressed them spot on. HackerEarth employed its vast database of 16,000+ questions to create custom assessments for each role. Each assessment was constructed with questions that assessed the desired skill set and experience level of candidates and was mapped to a specific difficulty level.

The solution:

- The talent acquisition team followed a 3-step hiring process of telephonic screening, assessments and video interviews. The custom assessments fit perfectly into their process and standardized it, ensuring that only suitable candidates moved to the technical video interview round.
- The same tests were used for assessing candidates based out of 3 different continents, ensuring that candidates with the same potential and experience were hired across geographies for similar roles.

Solutions

How HackerEarth Assessments helped

- HackerEarth CSM team supported by tracking the candidate response to each custom assessment and tweaking it to find the perfect job role- assessment difficulty level. This continued end-to-end support and ability to empathize with enterprise hiring needs is one of the key reasons the multinational giant has continued to work and grow with HackerEarth Assessments.



Created custom assessments for each role where the roles were mapped to skills and experience, and difficulty levels



Continuously tracked the candidate response and tweaked the assessment to find the right fit



End-to-end 24*7 support to all the TA teams with shortest turnaround time

They also made certain that the assessments mapped to a certain role was also mapped to a remuneration. Thus, the enterprise with distributed TA teams managed to strengthen its foothold in the technology hiring market.



Outcome

Way forward and next steps with HackerEarth

Over its long association with HackerEarth, the recruitment teams based out of different geographies have managed to streamline and standardize their hiring processes and have assessed over 10k candidates. The standardized, normalized, and globalized structure of assessments have ensured that every new hire for a role will have the set skill set and will be compensated accordingly, irrespective of the geography.

Catering to 3 different markets, and providing both lateral and campus hiring solutions has helped HackerEarth in establishing itself as an expert who can simplify the complicated enterprise hiring process. Realizing that every enterprise brand comes with a unique problem statement and needs a customized solution is key to building a strong portfolio of enterprise customers and HackerEarth continues to do this.