SimplyMustard

Affinity IT

Affinity IT achieves a 95% client retention rate

The Client

Affinity IT Recruitment is an Australian-owned company with office locations in Melbourne, Sydney, Brisbane, Adelaide, Canberra and Perth.

With expertise and understanding that the quality of staff determines the success and profitability of an organisation, Affinity IT is dedicated to providing quality permanent and contracting recruitment services to the ICT (Information Communication Technology) industry.

Delivering customised total workforce solutions from a single candidate to an entire IT Project Team in the corporate, telecommunications and public sectors, Affinity IT places over 900 permanent and temporary people per year, and turnover more than AUD$10.4 million.

Affinity IT wanted a solution to help them identify the exact skill requirements of its clients, as well as combat CV fraud

The Challenge

Acknowledging the competitive nature of the recruitment industry, and looking to offer its clients an end-to-end resourcing solution, Affinity IT needed to differentiate and extend its existing services. Too often Affinity IT discovered that its clients were not entirely sure of the resources needed or the skills required. Additionally, CV fraud was becoming more prevalent, hitting an all time high of 34% in 2006. Individuals would exaggerate education, experience and duration of employment.

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Julie Bow, General Manager, Affinity IT

In a bid to mitigate risk of candidate fraud, and as a value-add service to assist clients in determining exact skill requirements, Affinity IT engaged IKM to provide knowledge, skill and aptitude assessments in an unlimited license agreement.

Affinity IT uses IKM to conduct skill audits and benchmarking for its clients to determine specific skill requirements and recruitment needs

The Solution

Affinity IT now use IKM's assessments to conduct skill audits and benchmarking for it's clients to determine specific skill requirements and recruitment needs.

IKM's assessments not only provide an overall score, but also provide detailed sub-topic results so that you can see function by function the capability of employees and candidates. These results provide the platform for workforce planning and recruitment initiatives, improving candidate placement success. Affinity IT also

provides insight into training and mentoring programs designed to improve staff efficiency and reduce personnel costs.

IKM's assessments are also incorporated in the candidate evaluation process. For each position advertised, Affinity

IT receives over 30 applicants. Of those, only 7 will appear worthy of an interview. Prior to absorbing the valuable time of the recruitment consultant for the interview process, IKM's assessments are administered online allowing candidates to access the applicable assessment at a time and a location that suits them. Assessment results are automatically forwarded to the recruitment consultant, and further analysis is possible to more accurately match skills with job requirements and to determine the appropriate individuals to be interviewed

But its not just the technical skills that are investigated. Is the candidate the right cultural and corporate fit? A knowledge and skills test and an interview will not always reveal a mismatch. Affinity IT also conducts personality profiling using IKM's aptitude and attitude tests to ensure the candidate has a 360 degree fit – technically, functionally, business-culturally and personality.

In terms of improving Affinity IT's own business progression, the recruitment process has reduced by many days, as only worthy candidates now gain the time of an interview.

The Results

Prior to incorporating IKM's assessments, Affinity IT relied solely on the interview process. "People can interview well, but be technically incompetent. Often this isn't revealed until a project has gone off the rails and over budget. And then its too late," said Julie Bow, General Manager, Affinity IT.

Incorporating IKM's assessments into Affinity IT's recruitment and client services has improved candidate placement results and client retention.

IKM's assessments allow us to more accurately match a persons skill set to the adequate level of remuneration, preventing overpayment of skills in more than 250 cases per year

Julie Bow, General Manager, Affinity IT

"Affinity IT has irradicated CV fraud and improved candidate placement success. Our client retention rate has improved to 95%, a testament to the level of quality candidates we can achieve and value-added services we can provide with IKM's employee and employment testing", said Ms Bow.

With Affinity IT's ability to pinpoint exact resource requirements and identify training and mentoring programs, its clients can substantially reduce training costs and resource errors. Additionally, clients are more likely to pay for the skills they are asking for.

"Incorporating IKM's assessments into the recruitment process has allowed us to more accurately match a persons skill set to the adequate level of remuneration. This alone has prevented the overpayment of skills in as many as 250 cases per year," said Ms Bow. In terms of improving Affinity IT's own business progression, the recruitment process has reduced by many days, as only worthy candidates now gain the time of an interview".

Incorporating IKM's assessments has allowed Affinity IT to improve candidate placement results and client retention – now hitting 95%

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