Computer game and video components help recruit thousands of new employees

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Deutsche Post DHL Group is one the world's largest employers, with some 550,000 employees around the globe. In Germany alone, the number of new positions filled by the Group each year is in the five-digit range. As announced already, the Group is currently looking for around 10,000 new staff in Germany in order to be prepared for the deluge of letters and parcels in the run-up to Christmas. The new online tool, JobCheck, facilitates the recruitment of operational staff at Post & Parcel Germany - especially delivery staff - and the processing of over 100,000 applications each year. JobCheck is a combination of a gamified test and videos relating to the daily work routine, and it only takes a few minutes to complete. It also prevents negative experiences on the part of new joiners because they already gain a realistic insight into the job during the application process, highlighting possible challenges. Prior to its official rollout as an additional tool in the recruitment process, over one thousand candidates have already gone through JobCheck as part of a pilot project and have come away feeling it was a very positive experience.

"Our business is growing and our employees are our biggest success factor. Motivation and commitment are essential for good service quality and satisfied customers. We look for thousands of new colleagues each year. With JobCheck, we are taking an innovative approach to making the process as efficient as possible both for the applicant and for ourselves," says Thomas Ogilvie, Board Member for Human Resources and Labor Director at Deutsche Post DHL Group.

"When recruiting new staff, the key thing is to ensure that the chemistry between the candidate and the job is right. This is where JobCheck comes in. The new online tool gives us the opportunity to speed up the application process, especially for operational staff, and to determine the job-relevant expertise possessed by new staff before they are even hired," says Mirjam Ferrari, Vice President Recruiting Post & Parcel at Deutsche Post DHL Group.

Gamified test - short and sweet but highly effective

The voluntary JobCheck comes into play at an early stage of the application process. As soon as candidates have completed their application on the career page, they receive

an access link to JobCheck straight away and also by email. JobCheck consists of two parts. Part one is a five-minute gamified test. Candidates are presented with a large number of address labels in rapid succession, which they have to compare. "The test is reminiscent of a computer game in its design," explains Mirjam Ferrari. "As such, it encourages participation and at the same time provides a realistic insight into the future job. The ability to recognize addresses instantly is among the key qualifications in delivery." In part two of JobCheck, applicants can watch two animated job videos that explain what the everyday working life of parcel, mail and combined parcel and mail delivery staff involves. However, these are not glossy productions. The aim is to give job seekers a reliable and authentic insight into professional practice so that they enter into the probationary period with realistic expectations. A validation study carried out as part of the pilot project has shown that JobCheck delivers amazingly accurate results in a very short time.

Source: Deutsche Post DHL

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