



**TOP BANK IN ASEAN  
LEVERAGES ON ACCENDO  
TO IMPROVE THEIR  
MANAGEMENT TRAINEE  
PROGRAMME**



# BUSINESS CHALLENGE

- 01 ///** Apart from other banks, this bank is also competing against other industries (e.g. IT, telco) to attract the best potential talents, so they are looking into how they can make their management trainee programme appeal to fresh graduates.
- 02 ///** Historically, the application process for their management trainee programme was relatively manual and standard. However, the bank receives approximately 9000 applicants every year, which is challenging to manage manually. the bank would like the application process to be faster, more responsive and engaging to candidates while differentiating themselves from other banks and companies.
- 03 ///** The management trainee programmes were previously managed by country, but now the HQ is looking to manage it regionally in batches, as the bank wants to foster an ASEAN culture where participants get contact time as a regional cohort and an ASEAN perspective to their work.
- 04 ///** The bank wants to cultivate talents with cross-regional and cross-industry exposure, as the banking industry is now working with new digital businesses and shifting IT approaches (e.g. agile) into other domains. As such, they is looking for graduates who are highly adaptable, disciplined and accountable.

# SOLUTION

Accendo was chosen for their automated, digital and non-conventional approach to management trainee programmes:



Candidates can apply through 'Simplify', Accendo's automated applicant tracking system that collects various data points about candidates



Candidates who meet the requirements will sit through 'Cognify', an interactive game-based assessment that measures cognitive ability and is globally normed to meet not only ASEAN but also global standards



The application funnel and candidate data are presented in a dashboard for HR's ease and convenience of reviewing candidates

# SOLUTION

Candidates shortlisted to the final stage will then participate in an assessment centre (AC) co-designed by Accendo and the bank whereby:



Their staff of different regions were trained by industry experts & equipped with skills to assess candidates



On top of allowing candidates to demonstrate their adaptability, the AC exercises were devised to capture behaviours based on the bank's graduate competency framework



AC exercises are reflective of a management trainee's job expectations and environment, while aligning to the bank's business direction



AC exercises were designed to be interactive and engaging, utilising different media and approaches (e.g. card deck, video) apart from the standard pen and paper

# IMPACT

## SPEED

With an automated application process, they were able to reduce the duration of the application process and conveniently review candidates through the dashboard and the various data points captured.

## STANDARDISATION

The bank is able to standardise the application process for all regions under their HQ, as the Simplify form and Cognify assessment can be conducted remotely online. Furthermore, their staff of different regions underwent the same training to deploy the assessment centre exercises. As a result, all candidates go through the same fair and rigorous process, ensuring consistency and objectivity.

## ENGAGEMENT

Improved candidate engagement and experience:

- Candidates feel like they are playing a game when going through the gamified assessment, creating a more fun and interactive experience
- Though challenging, candidates found the experience engaging and unique, and left the assessment centre (AC) with learning takeaways