

# New online tests will secure standardised global handling

**The perfect match** | New candidates wishing to work for Maersk will now encounter online tests instead of paper-based tests. The new web-based assessment tools will save time and further secure a standardised global handling.

BY CHRISTINE DRUD VON HAFFNER

**1** 55,000 paper-based tests. This is the average amount of tests that the Group handles on a yearly basis, a time-consuming exercise that has only grown in complexity since 1971 when the Group was one of the first to develop and use tests in its recruitment processes. Tests which have remained a trade secret and which, until now, have only been done in-house and on paper.

However, a new online product is now available on the market which perfectly matches the needs of the Group and makes it possible for candidates to conduct future tests on an iPad or laptop.

Group HR has been validating the tests on external business students and this has confirmed that the new online tests are just as accurate as the existing paper-based ones.

"We're changing our mode of administration, just like changing from fax to email. The methodology behind the tests will not change, although the online tests

will lead to a more standardised and effective handling just as a new automated order of appearance of the questions will add to the lifespan of our tests," says Thomas H. Rasmussen, Organisational Development Expert in Maersk Drilling.

He initiated and undertook the research for Group HR to identify a suitable provider in the market and explains that candidates will still for the most part be invited for an on-site test to ensure that it's the right person behind the screen.

## Optimising processes

The computerised handling is meant to further unify and standardise the Group's approach all over the world.

"In the Global Service Centres we receive and review more than 50,000 applications yearly. This screening is absolutely vital for our operational success. We're increasingly looking forward to see how we can apply the new online test systems to optimise our processes

even further," says Head of Liner Business Delivery in the Global Service Centres, Geetha Sreenivasan. The new online tests will be available in 46 languages. ■

**The total amount of recruitment work handled by the Global Service Centres alone**



(Total number of applications handled by the Global Service Centers from January 2011 – December 2011)

## Great assistance to any leader

**Claus V. Hemmingsen, Member of the Executive Board and CEO of Maersk Drilling,** has made use of the logical intelligence and personality tests throughout his 30 plus years with the Group.

"I have had the opportunity to use these assessment tools both in my early years as an HR coordinator in Maersk Drilling, doing hiring and crew compositions, and through many years in a wide variety of leadership roles. One thing I have come to personally treasure is the usefulness and the proven validity of these tools – they provide great assistance to any leader," Claus V. Hemmingsen says, giving some examples on how the tools add value.

"The tools are not only useful when one evaluates the candidate against the specific job requirements, but also when the leader is asked to compose his or her teams. Here the tools can assist the leader to create diverse teams with complementary personalities," Hemmingsen concludes.

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## FACTS ABOUT TESTS

- The online Predictive Index (PI) test is already in use, and the Group is currently piloting the new web-based system for the Logical Indicator (PLI).
- The PI measures four basic behavioural traits (dominance, extroversion, patience and formality).
- The PLI measures general intelligence, also called cognitive intelligence.
- According to internal Maersk figures, 10% of the candidates' performance will depend on his or her personality traits, 25% on the candidate's cognitive intelligence and 65% on other factors such as leadership and context.
- The new online test system will be implemented across all business units before the end of 2012.
- The Society of Industrial & Organizational Psychology (SIOP) estimates that 78% of all Fortune 500 companies use tests.

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