

Case Study

Vodafone Careers

careers.vodafone.com.gh



Industry

Telecommunications & HR

Partner

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Goals and Challenges

The website www.vodafone.com.gh was created by ExplainerDC and launched in April 2009. Vodafone has invited ExplainerDC to make a proposal for the extension of the careers section on the Vodafone website, providing the HR department with tools to efficiently manage the process of attracting quality applicants through the website, evaluating applicants, and matching them to open positions. The site assists in improving the efficiency and effectiveness of the HR function in Vodafone.

Solutions

The main functionality is workflow. Visitors are able to register an account and place a CV. Each CV is identified with the email address of the jobseeker, ensuring that a jobseeker can only place one CV. A password linked to the email address is sent to the jobseeker by email. With the email address and password the jobseeker can post a CV, consisting of answers to a limited number of fixed-format questions, as well as a free-form CV and short presentation (50 words). Furthermore the applicant can upload CV information by pasting it into a text field for fast search functionality. The CV remains on the website, and can be used for more than one application. All registered users will automatically receive a periodic email with a standard text, asking them to click on a link to keep their account active and make any relevant updates. If they don't click the link, then the account becomes deactivated.

Registered users with a completed CV can apply for job openings online. To do this they need to write an application letter for that particular position, and take a multiple choice aptitude test. After completing the motivation and the aptitude test their CV is automatically linked to the application.

The aptitude test consists of a number of multiple choice questions. It will be organised in such a way that the applicant has a limited time period to answer the questions. The MC test will be created in such a way that it performs fast even with a slow internet connection, and that it can be taken using a wide variety of web browsers. The score of the test is stored for later review. The test can only be taken once for each application.

Each job opening will have a particular email address (HR person) associated with it. The content management system (CMS) allows the Head of HR Department to indicate which HR person is associated to a particular job opening.

Case Study

ExplainerDC has been handling the web presence of Ghana Telecom since 2003. When Vodafone took over the company in 2009 they created the Vodafone website using Kentico. It is by far the most successful telecommunications company website in Ghana.

With the restructuring of the organisation the need for an automated online recruitment workflow became obvious. We were about to hire 200 new employees and wanted to streamline the process and make it more efficient.

ExplainerDC created the HR recruitment application and embedded it in the Vodafone Ghana web presence. About 15,000 applicant profiles were created. The selection functionalities allow us to find the right person for each job, based on the profiles we have in the system. The workflow management process gives us total control over the evaluation and selection process. The functionality is very powerful, but still very easy to use. The Kentico user interface is very intuitive. It allows our recruiters to be productive with minimal training.

Nixon Amoah-Awuah
HR Business Partner:
Corporate Functions
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The HR person associated with a particular job opening can screen all applications from within the CMS. When an application is entered on the website, then the HR person is notified by email that a new applicant is waiting for their approval. The HR person can then evaluate whether the applicant qualifies for the position, based on the applicant information and the results of the aptitude test.

If the candidate is rejected, then an automatic email goes out to the candidate, informing him/her of the rejection, When approval is given for a particular candidate, then this candidate is put into a workflow.

A search functionality allows HR managers to search the database of registered users based on any of the information registered, such as highest degree obtained, number of years work experience, area of expertise, keywords entered etc. By default only active accounts will be included in the search functionality, but it is possible to change this setting and also search within the inactive CVs. All selected registered users can be sent an email to inform them of a particular job opening, asking them to apply if they are interested.

All candidates approved by the HR person responsible are put into an online workflow. Within this workflow, the candidates require approval by one or more Vodafone managers. These managers receive an automatic email requesting them to approve or reject the candidate. Applicants approved by all relevant managers can be invited for an interview.

Results

The Careers site of Vodafone now handles all recruitment needs for Vodafone in Ghana. It has attracted about 15,000 CVs so far. It has allowed the HR department to dramatically improve their hiring process, and reduce the work involved.

Key criteria for selecting Kentico CMS

Kentico allows for complete customisation. We use all functionality provided by the platform, and integrate our own controls to handle additional needs.

