

Case study

AFFIN BANK BERHAD: Graduate Recruitment Assessment Centre

Affin Bank Berhad (AFFINBANK) is a wholly-owned subsidiary of Affin Holdings Berhad which is listed on Bursa Malaysia. The Bank is principally involved in the carrying out of banking and finance related services.

AFFINBANK is embracing a new approach to banking and changing the face of conventional banking. Called Banking Without Barriers™, it signifies the removal of boundaries within the processes of the Bank as well as in its attitude in servicing its customers.

The Challenge

CELSIM was asked to design an Assessment centre as part of the recruitment process for the Affin Associates Programme (AAP) that captured the essence of its new banking approach.

This 6 month structured training AAP emphasises on both the technical as well as soft skills to prepare fresh graduates for a career in the corporate world in general, and the banking industry specifically. Successful trainees are absorbed into workforce as executives after the completion of the programme and groomed for development as future leaders.

The objective of the Assessment centre is create a best-in-class hiring and development strategy to assess the potential and suitability of recruits that had shown in their application and first interview to possess the basic requirements for joining this programme.

The Solution

In partnership with Linden Leong, Vice President Human Capital, we designed the Assessment centre to address the specific needs and culture of AFFINBANK. This included:

- Designing, testing and implementation of an appropriate competency matrix.
- Designing competency-based interviews and associated questions.
- Designing appropriate activities (i.e. networking, presentations, group case studies) to enable candidates to demonstrate behavioural and personal traits, knowledge and skills.
- Designing half-day Assessment centre with scripted scenarios and simulation activities, interview questions, competency assessment matrix, and psychometric instruments.
- Training of Affin Assessors in principles and successful practice of competency-based Assessment centres and specific training on scenarios, simulation activities, interviews, and observation.

The Results

AFFINBANK gained a clear understanding of the key managerial competencies that are critical to the success of its new business approach. Through our Assessment centre, AFFINBANK now has a best-in-class hiring and development strategy to recruit the best person for the job and also to fully match and utilise their talents and strengths in the right jobs.

Linden Leong (Vice President, Human Capital) summed up her satisfaction with our Assessment centre saying, *“CELSIM is an excellent solutions partner. Their commitment to customer delight, quality tailored solutions and reliability in our project is commendable. Their dedication to learning transfer is unmatched. They work to ensure clients achieve multiple returns on investment. Thank you for making our project a successful one!”*