

Great Southern Bank is Australia's leading customer-owned bank*



Great Southern Bank

Rebranding from CUA or Credit Union Australia in 2021, Great Southern Bank has been helping customers achieve their financial goals for over 75 years.

Hiring had been extremely competitive in the previous 12 months. The Talent Acquisition team at Great Southern Bank had an increase in vacancies and a 60% decrease in the volume of applications—but still had 5,000 applications to sift through in the past 12 months. This meant that they had to have the ability to respond quickly to applications, provide an excellent candidate experience and be as agile as possible.

With a small recruitment team and a regular stream of roles to fill, the recruitment team set about addressing a number of hiring challenges.

BALANCING SPEED AND EXPERIENCE

Great Southern Bank began looking at how technology could improve their time to hire and still give candidates a great experience—while not over-complicating the process for hiring managers. They also wanted to increase the quality of candidates they were engaging with and give time back to busy managers, as they had noticed an increase in the number of interviews needed to fill each position.

Great Southern Bank identified some key strategic hiring priorities; to increase efficiencies, provide accurate data to make more informed hiring decisions, and enable the team to fill vacancies faster.

COMPETENCIES FOR SUCCESS

Great Southern Bank selected HireVue video interviewing and assessment solutions to help the recruitment team better assess and identify talent when making hiring decisions. Partnering with HireVue's Industrial Organisational (IO) Psychologists,

Great Southern Bank highlighted the competencies needed to be successful in their Customer Contact Centre, Sales, Retail and Corporate roles. Assessments were then created for each job role, allowing recruiters and hiring managers to dig deeper into the candidates' competencies and abilities, beyond simply looking at their CV.

After a CV screen of all candidates that applied, successful individuals are given the opportunity to complete a HireVue OnDemand Assessment in their own time. Hiring managers are then able to review and watch the candidates' responses, with the addition of competency and cognitive reports, at a time that suits them. This information is used to make an evaluation on which candidates proceed to the next round of interviews with hiring managers.

In addition, HireVue candidate reports allow recruiters and hiring managers to understand the strengths and areas of improvement for each individual, post-hire. They can also be used as a reference guide to monitor how the candidate is performing in the role or during performance reviews as a development opportunity.

43%

faster time to hire

60%

less screening time

87%

candidate satisfaction score

*Awarded Canstar's Customer-Owned Bank of the Year, 2022

SUCCESS THAT CAN SCALE

The introduction of HireVue has been very successful for Great Southern Bank. The team has saved on average 12.5 hours per week in resourcing time. This works out at an equivalent of ~\$40,000 in cost savings per annum. Not only has Great Southern Bank benefited from time and cost savings, being able to have candidates complete the interview screens in their own time has resulted in positive feedback from new starters regarding the recruitment experience. In the 2022 financial year, 38% of candidates completed their HireVue assessment outside of business hours, making the recruitment process more accessible to candidates.

Over the last 12 months, Great Southern Bank has taken active steps to improve candidate experience. They've added welcome and closing videos, along with more video content of the recruitment team asking interview questions, which has helped produce a candidate satisfaction score (CSAT) of 87%.

Great Southern Bank also wanted to increase engagement with hiring managers in the initial stages of the recruitment process, managers really recognised the value in this above not just assessing candidates on paper. By including hiring managers in the review of HireVue OnDemand video screens, they have been able to generate a reduction in the number of interviews needed to fill each position as they are now bringing a higher calibre of candidates into their first round of interviews.

"I love HireVue as it allows us to get a sense of the candidates before inviting them along to an interview. We can easily gain an indication of their experience and how they respond to situations to determine if they're a good fit for the role. It ensures that we only go to the interview stage for high quality candidates, making the interviews that we do have more meaningful."

Jennifer Moore, Financial Assistance Manager at Great Southern Bank

WHAT THEY'RE SAYING

"Since going live with HireVue in June 2020 across our business, our average time-to-hire has reduced from over 40 days to 23 days. This achievement is even more impressive given we filled double the number of roles than the previous year. Without HireVue as a platform we simply would not have been able to handle the role volume that we experienced after Covid. The reduction in our time to hire has allowed us to remain competitive in a very tight job market. We have also seen a large reduction in the time that the Talent Acquisition team spends screening candidates. With the use of HireVue we have been able to create an almost 60% reduction in the time spent screening candidates across Sales and Corporate roles, whilst maintaining a strong candidate satisfaction score throughout the process."

Helen Brady, Talent Acquisition Specialist

"Leading a team of nearly 50 people can be challenging in itself, add to the mix recruiting and you have quite the conundrum. What HireVue gives me is time back in my day which can be dedicated to potential candidates rather than sifting through all applicants unnecessarily."

George Glaveski, Credit Manager at Great Southern Bank

EARLY CAREERS RECRUITMENT

Great Southern Bank has a key focus to build the emerging talent pool through the Work Integrated Learning (Internship) and Graduate programs. The Work Integrated Learning Program and graduate programmes are high-priority and are aimed at fostering emerging talent. This market is particularly competitive, and with the addition of HireVue, saved 100 hours of resourcing time in total to fill these urgent roles in the last 12 months.

“Trying to filter through over 150 graduate applications can not only be time-consuming but extremely difficult to judge the quality of candidates without much experience. HireVue allowed me to ask all the candidates some simple video interview questions, assess them across a range of gamification activities, and gain assistance from the AI ranking system to determine who we would bring into our assessment centre. Without HireVue the process would have taken weeks to sort through rather than a few days and we were able to hire 8 incredible graduates.”

Daniel Cosgrove, Organisational Development Specialist

THE FUTURE

Great Southern Bank has aspirations to double their market share by 2024 and having the right talent in place will play a key role in being successful. To achieve this, they have ambitious hiring plans and see HireVue as a key partner in helping them attract that talent. Great Southern Bank has successfully implemented HireVue and are now looking to the future to find further opportunities to improve and integrate the solution into their process.

Great Southern Bank has plans to integrate HireVue with their applicant tracking system (ATS). This will allow candidates to be invited to take part in a HireVue via their ATS, removing the duplication of work and further streamline the process.