

# Asia Life Insurance Company of The Year Uses Psychometrics to Recruit Top Performing Sales People

Great Eastern Life (GEL), Asia Life Insurance Company of the Year 2013, is a multi-national company providing life assurance solutions to clients.

As part of the “Most Trusted and Professional Advice Strategic Development Project”, one of GEL’s key objectives was to recruit a strong team of sales professionals and agency leaders in two locations – Malaysia and Singapore.



## MULTICULTURAL, MULTILINGUAL AND MULTIFACETED RECRUITMENT TOOLS

To ensure consistency in recruitment processes across both regions, GEL required standardised assessment tools, training and systems presented in two languages – English and Mandarin - with suitability for different respondent groups, and flexible usability for multiple stakeholders.

## CUSTOMISED PSYCHOMETRIC ASSESSMENTS

It was clear that the project required a solution designed for the specific needs of GEL, rather than an off-the-shelf solution and so the company engaged the expertise of Aston Business Assessments (ABA) who specialise in the customisation of psychometric assessments.

ABA’s brief was to develop psychometric assessments of key strategic competencies and personality traits in order to help GEL recruit their agency sales force and agency leaders with complete confidence.

## SALES PROFILE TESTS

For the recruitment of the sales agency teams, ABA worked with GEL to develop a short 5-minute assessment (the Great Eastern Talent Search), with high-impact reports presenting competency scores, recruitment recommendation and interview questions. They also took up the challenge of creating a 1-minute version of the assessment for use at recruitment fairs.

## LEADER PERSONALITY TRAITS

For the recruitment of agency leaders, a more detailed assessment and customized development report (the Great Eastern Manager Search) was created, which included specific development actions and solutions, and a prioritized development plan.

## TOOLS, TESTS AND TRAINING FIT FOR PURPOSE

ABA produced fully branded and bespoke companion training programmes and ran Train-the-Trainer sessions for the GEL team on how to use the tools, and to help prospective leaders and managers use the results of the assessment.

The system was presented in dual language, and fit-for-use in both Malaysia and Singapore. Robust security tests were applied and passed successfully, conforming to GEL requirements.

What made this project most effective was the fully customized platform and online system developed by ABA. This was fully branded, organized to client specification, and enabled multiple user types to seamlessly access the system with appropriate usage rights.



Aston Business Assessments