

#owiwi in action

## Building a stronger employee brand for RSM Greece



THE POWER OF BEING UNDERSTOOD  
AUDIT | TAX | CONSULTING



### CHALLENGE

Recreating RSM Greece's recruitment process by providing candidates with a fun and forward thinking process leading to a memorable and positive experience which reflects the company's values and culture, highlighting their belief in focusing and investing in its people.

RSM Greece is a strategic partner for dynamically developing companies with local and international orientation, seeking the complete spectrum of services provided by Firms of Certified Public Accountants and Business Consultants. The company provides a range of services including Audit and Assurance, Risk Management, Transaction Services, Corporate Finance, Business Consulting, Tax & Accounting, Payroll Outsourcing, Labour Law and Human Capital Services.

"We turned to Owiwi to reinforce our employer brand and to drive the candidate experience to the most positive levels. Also, it was of high importance for us that the tool we chose was robust and processed high levels of validity and reliability."

### Industry

Audit | Tax | Consulting  
Services

### Company type

Global Network

### Results

- ▶ Engaging candidate experience
- ▶ Enhanced employer brand
- ▶ Assessments of mid-junior candidates
- ▶ Improved employee performance
- ▶ Personal employee training & development plans

## BUILDING POSITIVE CANDIDATE EXPERIENCE & INCREASING CANDIDATE DIVERSITY WITH OWIWI

With a goal to build a future-focused evolving culture that is aligned with the current technologies, and in order to scale up candidates satisfaction; Owiwi's gamified psychometric assessment was applied to the junior-mid level recruitment process. Before implementing Owiwi, RSM Greece was using traditional psychometric tools and the feedback they received from younger candidates was that filling in an online multiple choice questionnaire was not a fun and/or memorable process. It was considered time consuming, repetitive and in some cases old-fashioned. With the application of Owiwi tool, candidate experience turned into a very positive and memorable process, giving them a feeling that it's an experience rather than a test, as they had direct access and feedback through their report directly after completing the assessment. The scientific approach that lies at the core of the Owiwi tool, reassures RSM gets the most accurate input on the candidates' personality. This helps to recruit top talents that fit their culture as well as increases candidate diversity.

**“Candidates were very satisfied with the Owiwi experience, moreover they appreciated the direct feedback reports, as well as their validity and robustness”.**

## RECONSTRUCTING EMPLOYEE PERFORMANCE WITH OWIWI

Being a human-centric employer, RSM has invested a lot in their Human Capital in order to support their employees, by empowering them to grow to their full potential and to become well-rounded professionals. RSM motivates their employees to the success on both levels personal and professional. In order to build personal training and development plans for the year ahead, By applying Owiwi into the yearly employee appraisal, RSM now manages their talents precisely through the evaluation of 8 soft skills in order to get an accurate input on candidates' personality and understand their strengths and areas for improvement.

**“The Owiwi tool allowed to quantify and measure employees soft skills and highlight their strong points and those to work on. I highly recommend it to all the employers willing to offer a user-friendly and engaging way to enhance employees performance”.**



**Questions?**

Contact us at [info@owiwi.co.uk](mailto:info@owiwi.co.uk) and we will answer any questions you may have.



**Book a Call**

Call us at [+2103640924](tel:+2103640924) and our Account Manager will guide you according to your needs.



**Start a Free Trial**

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