

AVON USA Case Study

How Hiring Assessments Streamline Hiring Success



How The Avon Company Used Pre-Employment Tests to Cut Hiring Time in Half

Introduction

The [Avon Company](#) is a distributor of makeup and beauty products and is guided by its mission “to celebrate women’s power to make a beautiful and positive impact in the world.” AVON’s customers are also their distributors, as their business model offers opportunities to start businesses from the ground up selling their products. Needless to say, AVON’s operations require extensive support as they continue their legacy, and efficient hiring practices are crucial for continued success.

The Situation

The hiring team at AVON had previously used another hiring assessment tool, but the platform was changing, and the price was increasing. These changes created an opportunity to seek out an option that provided customizable [hiring assessments](#) to help with the wide variety of roles needed within the company. Additionally, with a typical hire time of four weeks, hiring personnel wanted to find a way to decrease the time-to-hire while increasing the quality of hire.

The Solution

After evaluating Wonderlic, SHL, and Criteria to assist with hiring needs, AVON’s hiring team eventually selected the eSkill Talent Assessment Platform™ because of its pricing, intuitive interface, and customizable employment assessments. With customizable options, the team could tailor-fit the hiring process to specific roles, ensuring candidates would be screened more effectively. Additionally, effective screening would cut down the time-to-hire by decreasing the number of applications to go through.

Integration

With an intuitive setup, AVON’s hiring team was able to implement the eSkill Talent Assessment Platform™ almost immediately. The staff quickly created assessments for each role that required [pre-employment testing](#). As an example, applicants for the Clerk position are tested with a combination of different questions from different assessments, including communication, email etiquette, and Excel proficiency.

Results

Since implementing the eSkill Talent Assessment Platform™, the time to hire has decreased from four weeks to only two. While the original intent of using eSkill’s hiring assessments was for hiring, management quickly found that the customizable hiring assessments are useful for identifying promotion opportunities within the company. Additionally, using [eSkill hiring assessments](#) has aided in eliminating 50 – 65% of applicants at the top of the hiring process. Applicants also have an improved application process, with required testing time decreasing from three hours to forty-five minutes.

Trista Howard, Human Resources Manager



“eSkill has allowed us to customize our tests to ensure that each role is being tested accurately. This has helped us streamline our process and ensure that we are receiving an adequate assessment of the individual's skill level. We have also experienced an increase in retention of the individuals that have successfully completed the test/s from before we were using eSkill.”



Request your demo today and discover how [pre-employment tests](#) can help you test the right skills for different roles throughout your company.