



INDUSTRY: **TECHNOLOGY**

HOW SAFARICOM HIRES TECH TALENT IN RECORD TIME

ABOUT THE COMPANY:

Safaricom is the largest telecommunications provider in Kenya. With over 29 million subscribers and 5,500 employees, the company prides itself on being one of the leading employers in Kenya.

THE CHALLENGE



LYDIA OMOLLO

Talent Acquisition Advisor



A graduate recruitment program can build a great pipeline for finding strong, new talent. Because grads are given rigorous training and an inside look at the day-to-day operations, it's a great way to introduce new technical employees for the long term.

The leading tech employer in Kenya, Safaricom, built a successful fast-track graduate program, training young adepts in IoT, machine learning, and UX design. The Discover Graduate Program delivers a truly global proposition in the employment market and accelerates the learning and development of technical talent.

The program is designed to prepare future leaders to assume challenging responsibilities and prepare them for business leadership roles.

It encompasses international stints, exposure to senior leadership, formal training and development, and a rigorous evaluation process. Collectively, this holistic approach aims to accelerate the development of future leaders.

“We have an overwhelming volume of applications but the question is always about the quality.

While there might be thousands of candidates applying for our graduate

training, our job is to ensure excellent quality to avoid potential mishires that can be costly for the business. We were looking for a platform to help us fill these roles with quality candidates and at the same time, really fast-track the process.”

Lydia Omollo,
Talent Acquisition Advisor

Here's how Safaricom turned to Codility to screen through 8,000+ applications and match the job opportunities with critical skillsets.

CHALLENGES:



A high volume of candidates applying for junior positions.



Low-quality applications **filled the pipeline.**



The risk of plagiarism on online assessments.

THE IMPLEMENTATION

Before using online assessments, the team at Safaricom organized campus recruitment days to incentivize and inform students about the opportunities both for graduate and internship positions.



HESBON KIPTOO

Manager,
Financial Services Delivery

“Our candidates had to come on-site for a full day and our engineering team spent a lot of time to host these events.

With Codility we’re doing this automatically. We no longer have to rent a dedicated space for a one-day activity and our engineers can easily assess and review online submissions to identify the best candidates.”

Hesbon Kiptoo,
Manager, Financial Services Delivery

With Codility, the team at Safaricom could ditch manual assessments and introduce fast-track hiring that’s fully remote. Starting with a **CodeCheck** online assessment followed by a quick **CodeLive** interview provided a seamless way to reduce the time spent finding new employees and automating the process.

What about candidates trying to find ways to circumvent an online test?

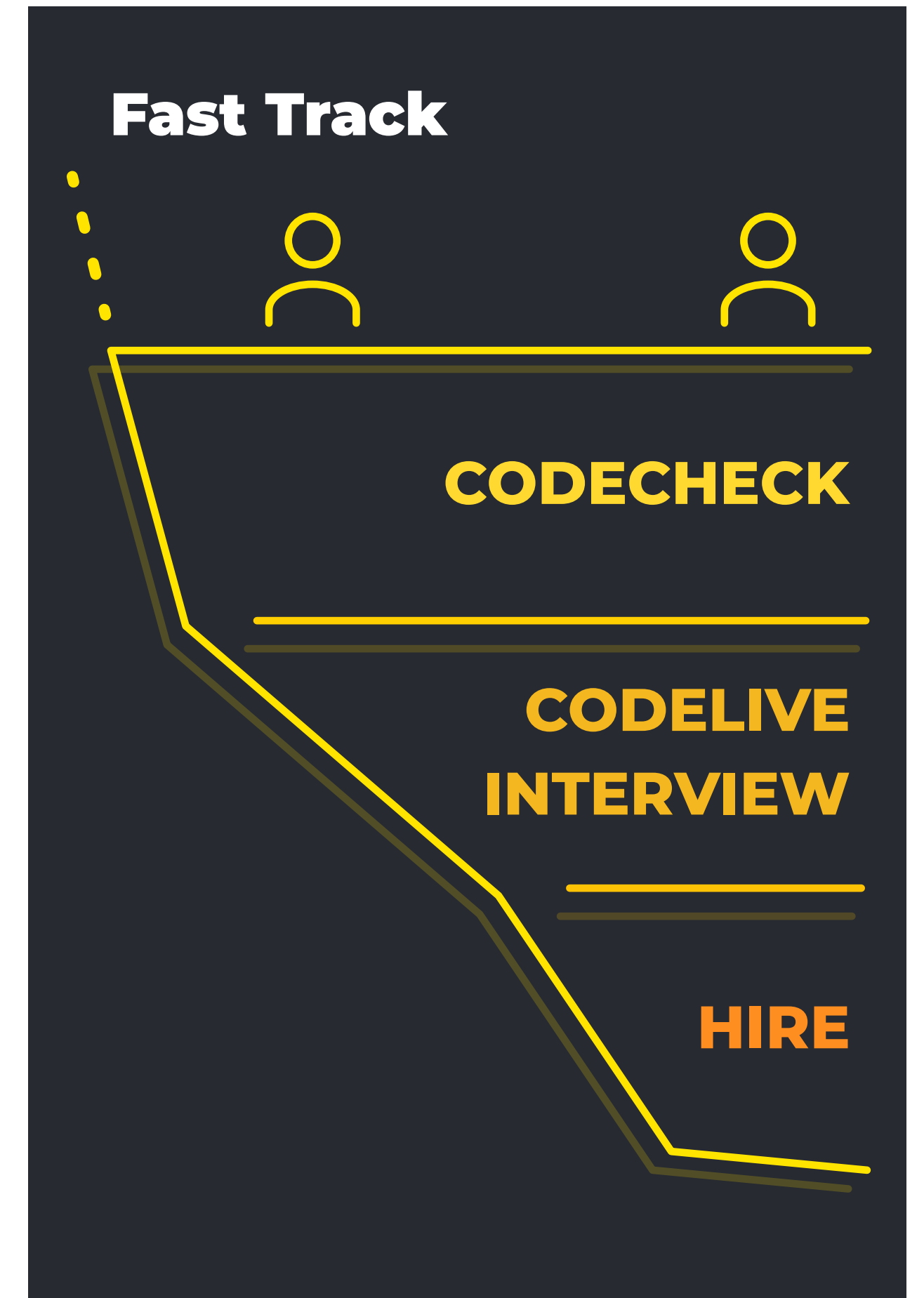
With Codility’s high-scale plagiarism detection and fraud prevention mechanisms, the team at Safaricom could quickly detect 24% of fraud results.

“With Codility, we can check if the solution submitted by the candidate is written by themselves, and hasn’t been copied from someone else or from the internet.

The platform helps us cross-check every submitted solution and compare it against thousands of tests submitted to Codility.

Any suspicious behaviors are quickly flagged and reviewed by the team, ensuring the integrity of our recruitment process.”

Lydia Omollo
Talent Acquisition Advisor



THE RESULTS

Implementing Codility as a part of graduate recruitment automated the process, improved the overall quality of hires, and increased the speed of hiring at Safaricom.

“CodeCheck and CodeLive helped us fill technical roles with quality candidates, really fast-tracking the process. We could quickly determine if the candidate had the right technical aptitude, we were able to detect any cheating attempts and avoid potential mishires. Overall, we screened over 8,000 applications in less than 3 weeks.”

Lydia Omollo

Talent Acquisition Advisor



**CHRISTOPHER
KARANI**

Senior Manager - Resourcing
& Talent Management

Having a more standardized and transparent recruitment process improved also the overall candidate experience and directly impacted the quality of hires, contributing to Safaricom's employer value proposition in Kenya.

“Many candidates clearly notice that an online assessment is used only for the recruitment process.

Having a platform such as Codility improves our credibility as the process is fully transparent, fair, and objective for everyone.”

Christopher Karani

Senior Manager - Resourcing
& Talent Management



PETER NJIOKA

Head of Department,
Aquisition, Talent & Capability



8,000 Discover Graduate applications screened with CodeCheck in less than 3 weeks



230 candidates hired for the entry-level tech jobs