

Article

Internet Benefits of Profiling

By: **Tony Kaye**, Director, Thomas International

“The HR department could be in London with the staff they want to profile in Manchester. An online assessment means the HR department can administer the test remotely, saving time and expense in travel and/or communication costs.”

Profiling has traditionally been carried out face-to-face in a controlled environment under the watchful eye of an administrator. However, the Internet has proved to be a remarkably effective and efficient channel for profiling individuals, particularly using Thomas' on-demand PPA.

The PPA is not a timed, pass or fail test. These two factors mean the environment in which the web-based PPA is completed is not as crucial as it is with a normed test. However, the issue of “time” has been addressed by providing an opportunity for PPA administrators to check the assessment has been completed within a reasonable time period.

The on-demand PPA is invariably used as just one part of a process such as an interview or appraisal i.e. it can be verified face-to-face. The PPA was never designed to replace an interview; it is a tool to discover as much information as possible and to understand the right questions to ask.

There are two main benefits in using the Internet to administer these assessments - location and access. As long as you have access to a web browser, the test can be administered from anywhere. The other major plus to this is that you do not need to have the Thomas software installed on your computer to administer it. This freedom of access is vital if you are a mobile executive. It is also crucial for companies with different sites across the country. The HR department could be in London with the staff they want to profile in Manchester. An online assessment means the HR department can administer the test remotely, saving time and expense in travel and/or communication costs.

Article: Internet Benefits of Profiling

Research suggests that last year in the USA over 80 per cent of all graduate recruitment was carried out online with graduate applications being processed online. It is clear from this that applicants are beginning to expect recruitment to take place over the Internet. Today, an increasing portion of the population is accustomed to using a computer so it is a natural extension for them to use a computer when searching for a job. Companies are responding to this demand from their applicants by moving the recruitment process online.

This includes applications as well as assessments.

Critics have suggested the results derived from an online test will vary from those carried out in a controlled environment. However, all the evidence so far suggests that it makes little difference to the result whether the test is carried out on-screen or on paper.

The intuitive nature of the PPA means that it is well suited to being completed over the Internet. Candidates could be completing the assessment from home, dialing up and paying on a minute basis. The comparatively short time needed to complete a PPA minimizes their online time.

Not only does online testing appeal to companies for its ease of access and location, it also opens up the information derived from the assessments to more people within the company. If an administrator is testing via the desktop program then only the people with access to that desktop can have access to the assessment results. An assessment administered through a web browser means many more people can share the information. In effect, it can become a central database. This does raise the challenge of data protection so the Thomas website provides a level of control over such access.

The Internet is being used by more and more people in their daily lives. Students are using it for research purposes. Lawyers search the Internet for precedents and the government in publicizing their white papers online. The Internet has really come into its own when delivering assessments such as the PPA. They are quick, easy to administer and readily verifiable. The physical product to be delivered is a printed report, perfectly designed for dispatch by the web. No warehousing, no picking, no packing, no postage.

About Thomas International

Thomas International is a global leader in the provision of on-demand behavioral assessments and reporting used to recruit, develop and retain top talent. Thomas International's DISC-based behavioral assessments are delivered software-as-a-service (SaaS) and are designed to meet the unique requirements of small, mid-sized and enterprise level companies in every industry.

For over 25 years Thomas International has enabled its clients to more effectively manage their human capital and with a presence in 60 countries and availability in over 56 languages. Thomas International is one of only a few truly global on-demand human resources solution providers focused on behavioral assessment. More than a million Thomas International software-as-a-service (SaaS) delivered assessments are completed each year. www.thomasinternational.net