A Report on Recruitment & Selection Process of Accenture

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Abstract — The recruitment and selection process is a critical aspect of talent acquisition for organizations, including Accenture. This abstract provides an overview of Accenture’s approach to recruitment and selection, highlighting key strategies, methods, and considerations. Accenture employs a comprehensive process that encompasses various stages, starting from applicant sourcing to final candidate selection. The company leverages innovative recruitment strategies, including employer branding and technology-driven approaches, to attract a diverse pool of applicants. The selection process involves the use of various assessment tools, interviews, and evaluations to identify candidates who possess the required qualifications, skills, and cultural fit. Accenture emphasizes fairness, inclusivity, and diversity in its recruitment and selection practices, striving to mitigate biases and promote equal opportunities for all candidates. The effectiveness of the recruitment and selection process is measured through key metrics, such as time-to-fill, quality of hire, and retention rates. By continuously evaluating and refining their approach, Accenture aims to ensure that the recruitment and selection process aligns with its organizational objectives and facilitates the acquisition of top talent.

Keywords: Recruitment & Selection Process

I. INTRODUCTION

One of the most important things for an organization is to attract, screen and select qualified persons. Such activities are generally done by the HR department of an organization. HR hires good people so that company succeeds, they provide good benefits so that employee wants to remain in the company as long as possible, and they train to protect company from liability and to ensure that employees are producing at highest level. I wanted to be in such part of an organization where I can impact company’s performance every day and at the same get to spend a great deal of my time working one on one with employees at all level That is why I have chosen “Recruitment and Selection Process of Accenture” as my topic of this report because I want to gather knowledge about the process and practice that organization uses to allocate the right person at the right time for the right position in the organization.

II. SITUATIONAL ANALYSIS / PROBLEM STATEMENT / RESEARCH PROBLEM

Every company has the option of choosing applicants for its recruiting strategies from two sorts of re-belongings: internal and external assets. Internal assets of recruiting are the assets used by the business to fill a post (such as staff transfers from one department to another, promotions). The external re-belongings of recruitment relate to the recruitment of candidates from all the exclusive belongings (such as outsourcing firms and so on). In the age of globalisation, everyone who is interested in learning more about corporations throughout the world is aware of system-websites. Candidates should use the internet to seek for roles in which they have been involved in direct contact with employers. The convenience of electronic mail trumped the usage of phone, fax, or mail, and businesses began accepting software via email. Today, organisations have their own websites or project posts are available on job websites, so candidates can go to the websites, submit their resumes, and contact the organisation straight away with little hassle, and the phrase recruiting is regarded as a human resource management function.

III. ABOUT THE STUDY NEED OF THE STUDY

Human Resources Management is concerned with human beings, who are the energetic elements of management. The success of any organization or an enterprise will depend upon the ability, strength and motivation of person’s working in it. The Human Resources Management refers to the systematic approach to the problems in any organization. It is concerned with recruitment, training and Development of personnel. Human resource is the most important asset of an organization. It ensures sufficient supply, proper quantity and as well as effective utilization of human resources. In order to meet human resources needs, and organization will have to plan in advance about the requirement and the sources, etc. The organization may also have to undertake recruiting selecting and training processes.

A. Objective of the study
   – The analysis is on the recruitment & selection process followed by a multinational organization.
   – Steps they follow in order to make a successful recruitment and selection
   – HR practices followed by Accenture

IV. THE ORGANIZATION (ACCENTURE)

A. Company Overview

Accenture is one of the world’s leading professional services companies, with capabilities in consulting, strategy, digital, technology and operations and one of the fortune global 500 companies in world. Accenture, with more than 319,500 people is serving clients more than 200 cities in 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture help organizations to maximize their performance and achieve their vision. Accenture collaborates with clients to help them become high-performance businesses and governments.

Accenture has embarked their business in Bangladesh by taking over GPIT by acquiring 51% of its share. This strategic investment allowed Accenture to tap into...
a very robust pool of skills and capabilities in the country. Currently, they are outsourcing technology and BPO-Finance & Accounting.

**B. Accenture Hierarchy**
- Level (1-5) – They are called Accenture leadership position; they do not disclose the designation who are of those level.
- Level 06- Senior Manager
- Level 07- Manager
- Level 08- Associate Manager
- Level 09- Specialist/Team Lead
- Level 10-Senior Analyst
- Level 11- Analyst
- Level 12- Associate
- Level 13- New Associate

**C. Core Values of Accenture**
Accenture’s core values shape the culture and define the character and define the character of the company; these core values serve as a foundation in how Accenture act and make decisions. Accenture people live the core values through individual behaviors.

1) **Stewardship**
Stewardship means building a better company for future generations, acting with an owner mentality, developing their people and helping improve communities and the global environment.

2) **Best People**
Best people mean attracting, developing and retaining the best talent for their business, challenging their people, demonstrating a can-do attitude and fostering a collaborative environment.

3) **Client Value Creation**
Client value creation means enabling clients to become high performance business and creating long term relationships by being responsive and relevant and by consistently delivering value.

4) **One Global Network**
One global network means leveraging the power of global insight, relationships, collaboration and learning to deliver exceptional service to clients wherever they do business

5) **Respect for the Individual**
Respect for the Individual means valuing diversity and unique contributions, fostering a trusting, open and inclusive environment and treating each person in a manner that reflects Accenture’s values.

**V. ACCENTURE & ITS ANALYSIS**

**A. Research Design**
When it comes to designing research at Accenture, the approach can vary depending on the specific goals and requirements of the project. However, I can provide you with a general overview of the key components and considerations involved in designing research at Accenture:

- Define the research objective: Start by clearly defining the purpose of the research. What problem are you trying to solve, or what question are you trying to answer? This will help set the direction for the entire research design.

- Research methodology: Select the appropriate research methodology based on the objectives and constraints of the project. Common methodologies include surveys, interviews, focus groups, ethnographic research, data analysis, and literature reviews. Accenture leverages a range of qualitative and quantitative techniques to gather insights.

**B. Types of Research**
Accenture conducts various types of research to support their clients’ needs and provide valuable insights. Here are some common types of research that Accenture engages in:

- **Market Research:** This type of research focuses on understanding market dynamics, customer behavior, competitive landscape, and industry trends. Accenture conducts market research to help clients make informed business decisions, develop marketing strategies, identify growth opportunities, and assess market potential.

- **Consumer Research:** Accenture conducts consumer research to gain insights into consumer preferences, needs, and expectations. This research helps clients understand their target audience better, improve products and services, enhance customer experiences, and develop effective marketing campaigns.

- **Technology Research:** Accenture invests in technology research to stay at the forefront of emerging technologies and industry trends. This includes exploring the potential of technologies such as artificial intelligence (AI), blockchain, cloud computing, Internet of Things (IoT), and others. Accenture's research in this area helps clients understand the impact of technology on their industries and develop strategies for digital transformation.

- **Application Forms And Resumes:** Accenture typically collects initial data from candidates through application forms and resumes. These documents provide essential information about the candidates’ qualifications, education, work experience, skills, and other relevant details.

- **Online Assessments:** Accenture may use online assessments to evaluate candidates’ skills, aptitude, cognitive abilities, and technical knowledge. These assessments can be conducted through dedicated platforms or specialized software, and they help Accenture assess candidates’ suitability for specific roles or projects.

- **Interviews:** Interviews play a crucial role in Accenture’s recruitment and selection processes. They can be conducted in various formats, such as in-person interviews, phone interviews, or video interviews. Interviews allow recruiters to assess candidates’ competencies, behavioral traits, problem-solving abilities, and cultural fit.

- **Assessment centers:** For certain roles or positions, Accenture may organize assessment centers where candidates participate in a series of exercises, simulations, group activities, and case studies. These activities provide recruiters with a more comprehensive assessment of candidates’ skills, teamwork capabilities, leadership potential, and decision-making abilities.

- **Reference checks:** Accenture often conducts reference checks by reaching out to the references provided by candidates. This helps verify the information provided by candidates, gain insights into their past performance, and assess their suitability for the role.
Background checks: Accenture may perform background checks to verify candidates' educational qualifications, employment history, criminal records, and other relevant information. These checks are typically conducted in compliance with legal and privacy regulations.

Behavioral assessments and psychometric tests: Accenture may use behavioral assessments and psychometric tests to evaluate candidates' personality traits, work preferences, motivations, and cultural fit. These assessments provide additional insights into candidates' potential for success within the organization.

VI. ACCENTURE HR DEPARTMENT

A. HR Departments

They discuss about the job openings with the department managers, post job ads, collects and sorts CVs, arrange examinations & interviews, take part in job fairs, promote the company and prepare recruitment reports.

1) Total Rewards Team

After selection, total reward team proceeds with the offerings, salary negotiation and agreement signing. They also perform the performance appraisal.

2) Operation Team

After the agreement signing operation collect all the necessary documents and proceeds with the id creation, certificate verification etc. they also look after payrolls, salary, vacation hours, sickness leaves bonuses etc.

3) Field HR

Field HR is the center person. He is the point of contact of all HR activities. All candidates information starting from who got on-boarded and all of their information are send to the field HR. from joining till leaving all the issues and information goes through the field HR.

B. Accenture Recruitment & Selection Process

1) Recruitment and Selection Process:

Recruitment process begins with the requisition. When there is demand for new employees in any department, the stakeholders send a requisition to the recruitment department. Then, we determine whether it will be an internal or external recruitment. Based on it we proceed with the recruitment and selection process.

2) Data Representation & Data Analysis

Accenture utilizes various data representation methods in the recruitment and selection process to organize and present collected data in a meaningful way. Accenture employs various methods for data representation in the context of recruitment and selection processes. These methods help to organize and present the collected data in a meaningful and interpretable manner. Here are a few commonly used data representation techniques:

- Tabular Representation: Data collected during the recruitment process, such as candidate details, qualifications, skills, and interview feedback, can be organized in tabular form. Tables provide a structured format for presenting data, allowing easy comparison and analysis.

- Graphs and Charts: Accenture may use graphs and charts, such as bar graphs, pie charts, or line graphs, to visually represent recruitment data. For example, a bar graph may be used to show the distribution of candidate qualifications or skills, while a pie chart may illustrate the percentage of candidates from different educational backgrounds.

Visual Dashboards: Dashboards provide a consolidated view of recruitment data by combining various visual elements, such as charts, graphs, and key performance indicators (KPIs). Dashboards allow recruiters and hiring managers to track and monitor recruitment metrics, such as candidate pipeline, time-to-fill, or diversity metrics, in real-time.

Dashboards: Accenture may create visual dashboards that provide an overview of recruitment and selection metrics. Dashboards can display key performance indicators (KPIs), such as candidate pipeline, time-to-hire, source of candidates, diversity metrics, and other relevant data points. This allows recruiters and hiring managers to track progress and make informed decisions.

Reports: Accenture generates reports that present aggregated data and analysis findings. Reports can include information on the number of applicants, the diversity of candidate pools, assessment results, interview feedback, and other relevant recruitment metrics. These reports provide stakeholders with a comprehensive understanding of the recruitment process.

Infographics: Accenture may utilize infographics to visually represent recruitment data. Infographics combine text, graphics, and charts to present information in a visually appealing and easily understandable format. They can be used to communicate key findings, trends, and statistics related to the recruitment and selection process.

VII. FINDINGS & ANALYSIS

A. Findings

- Accenture is still dependent on Accenture India.
- Do not have proper coordination among the departments.
- HR team is overflowing. And the work is not properly distributed.

B. Strengths of the Company:

- Strong brand name
- Strong network
- As previously known as GPIT it has a strong hold in the market
- None of the companies outsourcing technology services like Accenture do

C. Weaknesses of the Company

- Newly established business in the market
- Lack of about the company among the people
- Growing demand employee for various projects.
- Still in the transition phase, not fully Accenturized

D. Opportunities of the Company

- As people started to know about Accenture, they are willing to join at Accenture
- Bangladesh possesses a huge pool of skilled population
E. Threats of the Company
There are a lot of IT based companies in Bangladesh such as BRAC IT, LINK 3, and IT departments of mobile operator company.

VIII. RECOMMENDATIONS AND SUGGESTIONS
- Interviews must be held on time. Many of the time interviews get delay which makes a negative impression about the company. As they are new in the market and need a huge set of employees, it is an alarming issue as it is said that first impression is the best impression.
- Organize the workforce in a proper way so that there is a proper communication among the departments. This will boost their work flow.
- They should provide intern trainings such as excel training, and provide facilities such as provide a cisco at their desk as they need to make continuous phone call.
- They should pay their intern for their hard work.
- HR team needs to keep a proper track of information. Some of their HR activities have to be more organized for example employee background ground checking is coordinated by 5 HR personnel which is according to my point of view is too much. This situation shows a disorganized BGC process.
- Accenture Bangladesh is still in the transition phase and depended on Accenture India. They need to boost their work process in order to finish the transition phase and get fully Accenturized. This will help the Accenture Bangladesh to be stable.

IX. CONCLUSION
Accenture is a global management consulting, technology services and outsourcing company which is providing technology services to Grameen Telenor, along with other Telenor such Pakistan Telenor, Malaysian Telenor, Thailand Telenor etc. They are serving those clients from Accenture Bangladesh Delivery Centre (ABDC). Accenture is currently hiring huge amount of employees which has opened a big door of job opportunities for the skilled labor that we have in our country unused. Accenture has a huge opportunity grow at Bangladesh market but to achieve that management team need to be more efficient and effective. They should speed up their work process to be fully Accenturized as soon as possible. This will help Accenture Bangladesh to stand on their own feet.

REFERENCES