

OPTIMIZING CAMPUS HIRING WITH WHEEBOX ETS SOLUTIONS

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A Global Leader in
Remote Proctored Assessments



Client Overview

A leading private life insurance company in India, it is part of the world's largest insurance conglomerate and one of the largest asset managers globally. Established in 2001, the company now has a pan-India presence with 582 branches. It offers a range of life insurance solutions, including traditional insurance products and ULIPs, designed to help customers achieve their life goals.

Challenges

Recruiting sales personnels for selling life insurance and related financial portfolio products is always the pain area for recruiters in BFSI domain. The attrition rate is high and hiring numbers are high too.

The company wanted to hire freshers from campuses across India to fill in the positions within a stipulated time.

What is the Solution ?

Wheebox - An ETS Company designed the assessment for theclient which consisted of psychometric competencies plus an aptitude assessment for shortlisting the candidates.

MBA freshers hiring PAN India to fill approx. 350 positions for Life Insurance Sales role. Wheebox - An ETS Company team supported them in end to end campus hiring solution which included planning of drives at campus, branding and marketing of the organisation at campuses for visibility to the candidates before the assessment and interview drives, on ground support at the campuses on the day of the drive, supporting client from assessment to shortlisting to offer and joining.

he rate of candidate offers at the campus increased with the use of online assessments, and positions were filled at a faster pace, thanks to the end-to-end support provided by the Wheebox - An ETS Company team. This resulted in nearly a 50% increase in hires compared to the previous year. Over 350 offers were rolled out within just two weeks (out of 800 assessments) for the North region, with the remaining positions in the West, South, and East regions being filled in the following two weeks.

About Wheebox - An ETS Company

At Wheebox, we are redefining the future of talent assessment by combining innovation, precision, and global expertise. As a proud subsidiary of ETS (Educational Testing Service), we deliver world-class solutions that empower organizations, institutions, and governments to make smarter talent decisions and build workforce readiness for a rapidly evolving world. Our suite of advanced solution fortified with AI-Based Remote Proctoring enables organizations to assess, evaluate, and upskill talent with accuracy and precision.

With a strong global presence, Wheebox stands at the intersection of technology and human potential, offering scalable, secure, and customizable solutions that meet the needs of modern talent ecosystems. Driven by our mission to foster global talent mobility, we collaborate with industry leaders and academic institutions to create impactful, future-ready workforce strategies.

About ETS

ETS is a global education and talent solutions organization enabling lifelong learners to be future ready. We advance the science of measurement to build the benchmarks for fair and valid skill assessment. We are committed to powering human progress by promoting skill proficiency, empowering upward mobility and unlocking more opportunities for everyone, everywhere with accuracy and precision.

Our assessment products - including the TOEFL, TOEIC, GRE, and Praxis Assessments - as well as our innovative solutions and subsidiaries help 50 million people each year to clarify their strengths and find opportunities for growth in education, work and beyond. We continue to operate around the world, with offices in 25 locations and operations in 195 countries and territories.www.ets.org

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