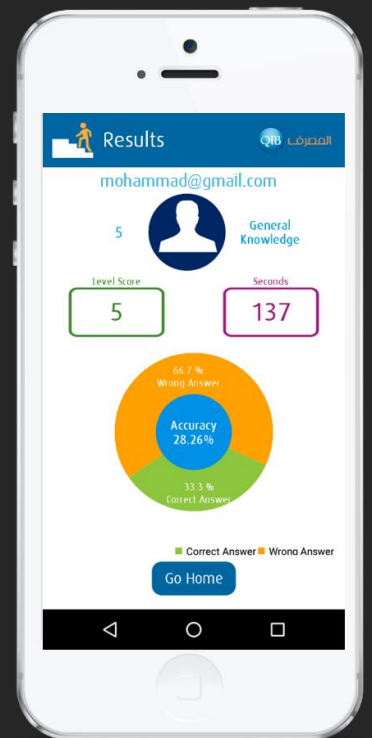
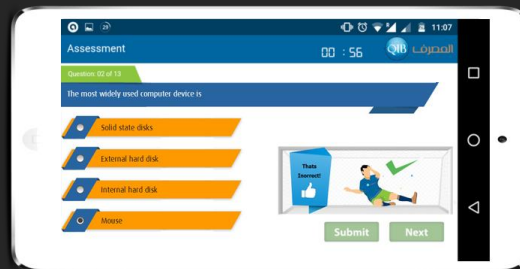


# CASE STUDY

## HR Assessment Solution for Qatar Islamic Bank (QIB)





## Background

Qatar Islamic Bank (QIB) was the first Islamic bank to start banking operations in Qatar in 1982 and it is still the largest today. The Bank currently holds 42% share of the Islamic banking sector and approximately 12% of the total domestic banking sector.

QIB introduced “Management Associate fast track program” which is a comprehensive training program specifically designed to enhance the professional skills of fresh graduates and prepare them for supervisory roles in the domain of Banking Operations. The program features intensive learning programs, rotation between different departments and units in QIB, recognized professional certifications as well as mentoring and coaching sessions.

QIB in line with Qatar National Vision 2030 decided to rollout a mobile-app based solution with the support of interactive technology for the Bank’s executive management directives to use the latest technologies to attract, train and motivate local talents to work in the private banking sector.

## Inherent Challenges

QIB used to conduct the Management Associate fast track program using the conventional classroom training method where all the training materials will be printed and provided to the candidates. The candidates will be oriented on various banking concepts in a classroom setting handled by respective bank executive. The traditional method of delivering training sessions had these following challenges

- Lack of interest of candidates
- Poor interaction & low engagement among peers & also with Instructor
- Decreased focus & lack of clear understanding
- Repetitive and monotonous training
- Job role & skillset mismatch
- Lack of feedback mechanism
- Lack of coaching & mentoring



## SOLUTIONS PROVIDED

GA Software conceptualized and developed a mobile app solution with gamification which created a high user engagement propelled by rich user interactivity & user experience to attract local talent and encouraged them to work in Qatar's banking sector.

GA Software with its core competencies in Learning Solution and Mobility practice designed a unique selection process and architected the Mobile application for Qatarization Program in Operations Division as Fast Track Career Development Program. We developed native mobile application for Android and iOS platform to address the needs of the Phase 1 and Phase 2 of the Program

### 1<sup>st</sup> Phase of the Program

– 15 candidates are shortlisted after personal interviews and will undergo assessment through Mobile Application with a plan to recruit 8 Management Associates (3 Graduates & 5 High School / Diploma holders).

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### 2<sup>nd</sup> Phase of the Program

– Based on the assessment results, 8 candidates will be on boarded and will undergo intensive on the job training as per schedule, with the help of a dedicated mentor, mobile application with training content, push notification of training highlights, gamified learning, assessment & feedback

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## Phase 1 Mobile App – Highlights

QIB Candidate Assessment is a mobile application developed for implementing technology driven Qatarization program to evaluate fresh recruits for their skills, knowledge & traits. The Phase 1 app evaluates candidate's proficiency in General Knowledge, Numerical Ability, Basic Computer skills, Communication Skills, Logical Reasoning & Psychometric based Analysis.

The results captured from the App enabled recruitment team to select right candidates for right roles based on their aptitude and personality type. Our App's hallmark feature - MTBI indicator helps the HR professional to analyse the candidate skill sets, identify their core traits and potentials and recruit them based on their domain strength. Psychometric assessment helps HR to easily identify candidate's psychological preferences and inherent natural strengths and map them accordingly to the various job roles offered by QIB.

## Phase 2 Mobile App – Highlights

The candidates selected based on 1st stage results will be recruited for the Fast Track Management Associate Program and they will undergo 'On the Job training' program in various departments within operations division. The Phase 2 Mobile application will have the following functionalities

- Reference Materials: Contents & Learning highlights uploaded by Mentor
- Game-based soft skills development: Games designed will help the candidates to develop self-awareness, self-control, empathy, influence and team work
- Game-based assessments: Evaluate your trainee's progress through game based assessments
- Feedback: Collect the feedback from trainees on the training content and mentor



## Solution Highlights & Outcome

- Mobile app solution assisted QIB's Human Capital Group to evaluate and recruit suitable candidates based on their skills, knowledge and personality traits to provide a holistic feedback to the individuals as well as assess and place candidates where they can suit within a banking organization based on combination of these evaluated traits.
- Mobile app is a 24x7 companion to the participants and a very useful tool throughout their fast track learning experience and hence enabled the candidates towards an accelerated career path.
- Mobile app offered easy access to the program's reference materials, useful tips & reminders to the participants through push notifications fostering anytime and anywhere learning.
- Forum module in the mobile app facilitated the candidates to provide feedback and interact with the coaches and mentors eventually resulting in increased learner engagement
- Content and learning delivered through practical applications and simulation model in the Mobile app enabled trainees to easily understand the banking concepts and knowledge elements
- Game-based knowledge and skills self-assessments in the mobile app motivated and attracted local talents to learn & grow and encouraged them to work in Qatar's banking sector
- Game-based soft skills development in the mobile app helped candidates to improve self-awareness, self-control, empathy, influence and team work
- Graphical and analytical reports captured by the application enabled key stakeholders of bank for decision making and allocating them to various job roles within the operation divisions of Bank