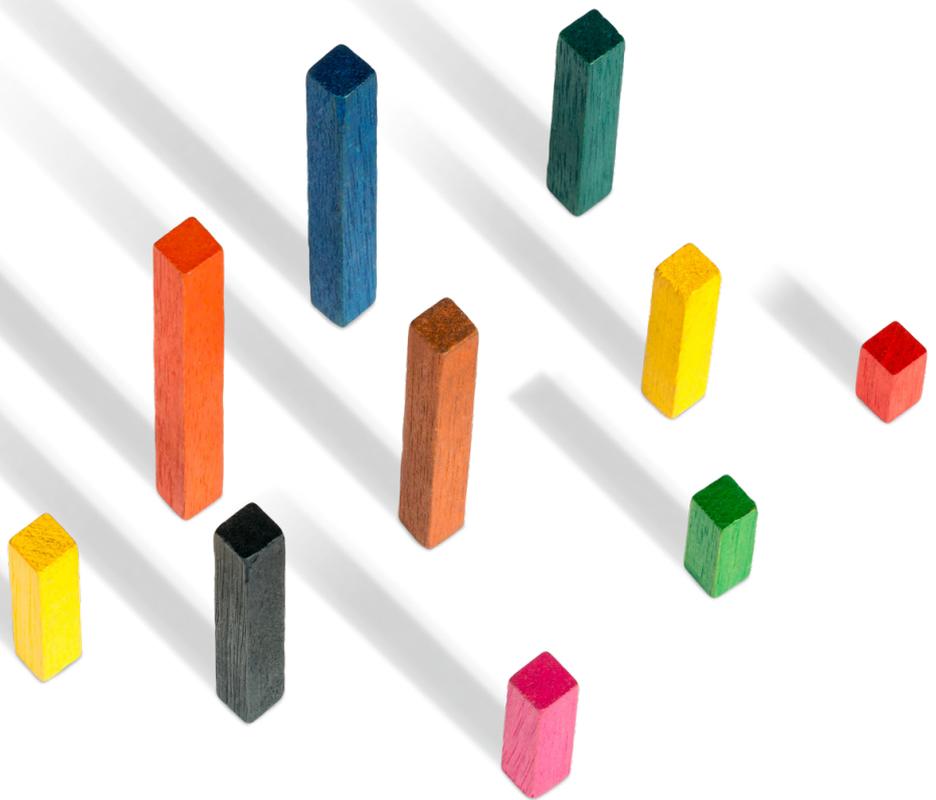


Going global, digital!

Mercer | Mettl's ideathon platform & case study simulator enabled RB to scale its *Global Challenge* across **32 geographies digitally**



About the organization & the engagement



RB is a global leader in consumer health and hygiene goods. Its products, such as Dettol, Harpic, Strepsils and Mortein, etc., have been loved and trusted for generations.

RB is continually innovating in areas such as nutrition, wellness and digital health and hygiene, and RB Global Challenge is a significant enabler to achieve the desired results.



RB Global Challenge is a flagship ideation competition to attract future business leaders who resonate with RB's vision. An employer branding and recruitment initiative, the RB Global Challenge ideathon attracts students worldwide to moot business plans hinged around RB's existing brands. The competition essentially tests students' business acumen, resonance with RB values, and the impact of their ideas in solving critical social issues affecting communities.

The Global Challenge aims to innovate fearlessly, to make the highest quality hygiene, wellness, and nourishment a right and not a privilege.



RB Global Challenge envisions operating responsibly within the social framework. RB Global Challenge is a platform for business ideas that are high on social impact, address critical societal issues and affect positive change. The competition is in sync with the company's vision to protect, heal and nurture - in its relentless pursuit of a cleaner and healthier world.

RB has been conducting the Global Challenge since 2014. The 2020 edition witnessed students across 32 geographies participate in the competition.



Business challenges & requirements

RB has consistently perused digital transformation and its effect on people's buying behavior and consumption, simultaneously finding sustainable solutions to contemporary trends. After six years of successfully hosting the event, this year, RB Global Challenge faced an unforeseeable pandemic at the onset of the planning phase.

Determined to continue with its legacy event, RB sought a platform partner that could understand its event's vision and make it virtual environment-friendly.

RB's requirements were two-pronged:

1. Simulated & customizable assessments

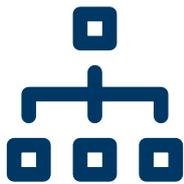
RB Global Challenge required students to create impactful business plans. RB realized that students needed to possess business acumen and mental agility for any team to devise a successful business plan or intervention. Thus, RB needed a sophisticated testing tool, administered at the onset, to simplify and streamline the process.



2. A scalable & collaborative virtual platform

RB Global Challenge was typically undertaken as a hybrid event, with a mix of online and offline rounds. The COVID-19 pandemic curtailed the possibility of hosting an offline challenge, mandating a platform where students could collaborate, read the questions, and respond as a team rather than as individuals.

There were other complexities of scale, language and time zones. The Global Challenge needed a platform that could work at scale across 32 geographies, take cognizance of language differences, and provide round the clock support to cater to different time zones.



The Global Challenge needed a dynamic platform, which could be contextualized to RB but, simultaneously, offer seamless participant engagement. The existing processes needed modifications to suit the virtual environment. RB tied up with Mercer | Mettl's innovative ideathon platform and business simulator to ensure a seamless transition.

Mercer | Mettl's solution

Mercer | Mettl got involved in the conceptualization phase of the RB Global Challenge 2020. Therefore, it not only provided a solution but also brainstormed with the RB team, providing tactical expertise on the best means of launching the event. It also offered expertise on inviting registrations and, ultimately, rolling out the simulation.

Mercer | Mettl's ideathon platform

RB needed a robust platform to digitize the event, seamlessly integrating it with the business simulator.

Mercer | Mettl's virtual ideathon offered RB Global Challenge a platform that enabled collaboration within teams, and the platform facilitated innovation and collaboration between team members and other stakeholders.

Mercer | Mettl's ideathon platform helped RB at every stage of the Global Challenge:



Pre-event

- Creating the website and the event page
- Marketing support
- Easy integration with the business simulator and existing assessments



During the event

- Quick and linear scheduling of tasks and stages on a single dashboard
- Seamless collaboration among multiple stakeholders
- Submissions management to track all submissions, scores and status
- A 24x7 support team of dedicated professionals to ensure the event's success



Post-event

- Data analytics and reports



Mercer | Mettl's case study simulator

Mercer | Mettl's case study simulator was the tool of choice as RB's requirements entailed an engaging testing tool that placed the participants in its business environment.

Mercer | Mettl's case study simulator is an immersive simulation that assesses participants' business acumen, mental agility and problem-solving skills. The participants were asked to think from RB business leadership's perspective and tackle critical and continually emanating business problems.

Mercer | Mettl's scalable and automated tool, a gamified version of a business case problem, enabled its global deployment. This first step of the process ensured a highly interactive and engaging experience for the participants.

The case study simulator used formats such as situational judgment tests and role-plays that emulated real workplace situations customized to RB's requirements. For example, it assessed how quickly one could make decisions when confronting a precarious situation.

The standouts for RB in Mercer | Mettl's solution:



Systematic workflows

Mercer | Mettl's systematic and well-organized platform mirrored the program. The platform enabled the participants to understand the event's flow and how to take the next steps.



Flexibility

Mercer | Mettl offered RB three different testing options to choose from - to cater to its vastly diverse audiences and geographies without impacting delivery timelines.



24x7 support

Mercer | Mettl ensured round the clock availability for RB teams across markets. Mercer | Mettl proactively supported RB teams while the event took place concurrently in different time zones.



An intuitive platform

Mercer | Mettl's intuitive platform required zero training and was easy to understand for the participants and the admins. The linearity of the process and the science behind Mercer | Mettl's platform ensured a hassle-free experience.



Data aggregation

Mercer | Mettl's data aggregation prowess, the ease of data download and assessment reports, cumulatively, ensured a remarkably smooth and hassle-free experience for RB.

RB had previously conducted the Global Challenge on several occasions. However, it was RB's maiden all-virtual event. RB entrusted Mercer | Mettl to ensure continuity during the pandemic, given the heightened dependence on the virtual interface. Mercer | Mettl's subject matter experts brainstormed with RB on the next steps, ensuring it a highly successful collaboration.



At the very onset, Mercer | Mettl's team got down to understanding what we were trying to do through the competition. It's not easy as it involves several stakeholders, markets and time zones, etc. It's quite a complex undertaking. We especially liked that its team was thinking with us. We worked with some excellent people who offered us extremely practical advice on navigating the different scenarios that could emerge during the competition, particularly because of the pandemic.



Saranya Mukherjee

Lead - Early Career Development
Campus & Employer Branding



Impact

RB and Mercer | Mettl came together to digitize the Global Challenge, with the shared idea of continuing business as usual in 2020. The event's evolution and the students' response were steady throughout the event.

RB Global Challenge was successfully conducted in 32 markets the world over, in different time zones, spanning almost the entire year, depending on each market's university cycle.

The event witnessed an excellent turnaround time and a constant evolution in systems and processes. The registration numbers and the quality of ideas were brilliant parameters to evaluate the event's success.

The RB Global Challenge achieved success on all fronts:



Quality
of ideas



Quality
of talent



Participation
turnout



A seamless shift to the virtual setting was no mean accomplishment because of the ongoing pandemic.

Mercer | Mettl flawlessly enabled RB Global Challenge and its participants to evolve and embrace this new setting and continue unabated.

About us

At Mercer | Mettl, our mission is to enable organizations to make better people decisions across two key areas: acquisition and development. Since our inception in 2010, we have partnered with more than 4,000 corporates, 31 sector skills councils/government departments and 15+ educational institutions across more than 90 countries.

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