



THE FUTURE OF TALENT ASSESSMENT

Starts with the right technology



ABOUT TALOGY

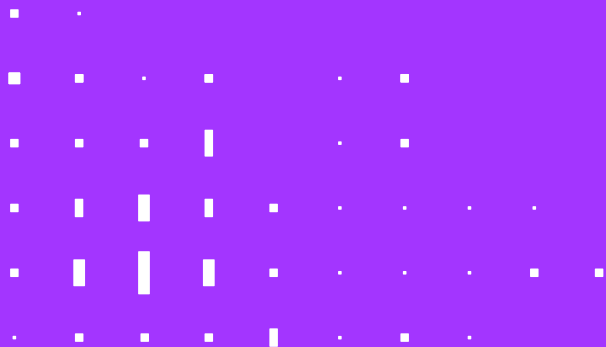
We are talent experts.

We are psychologists, data scientists and HR consultants who screen, select, develop, and engage talent worldwide.

With psychology at our heart and technology at our fingertips, we enable you to make data-driven people decisions.

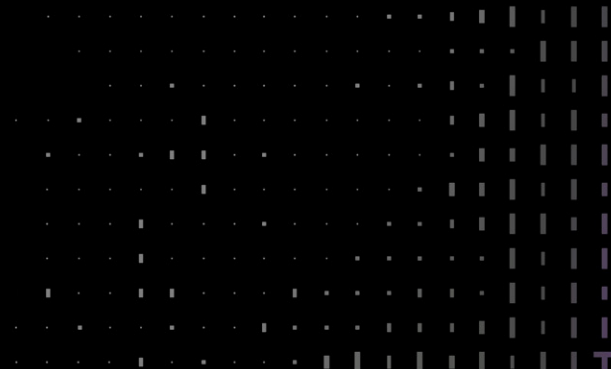
Delivering over 30 million assessments in more than 50 languages annually, we improve work everywhere and anywhere.

Unlock talent potential. Realize your ambition.



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Welcome to the new era of talent assessment

The benefits of using talent assessment have been known for many decades: there is no better way to understand your people than through robust, science-led assessment solutions. Allowing you to select the right candidates for the job, and empowering your employees to grow into the best version of themselves.

But changes in the market over the past decade have put a lot of stress on the assessment process. Low budgets, lean resources and candidate-centric markets are forcing organizations worldwide to do more, with less. These changes are forcing us all to innovate to stay ahead in the changing market. And so we did: by developing next-generation, future-ready assessment technology. Built to address these challenges, this technology will allow you to build your perfect assessment solution. Efficient, affordable, and highly engaging.

The importance of assessment technology

In the past decade, talent management has experienced plenty of challenges – often related to the everchanging global status-quo.

- Hiring budgets and resources are generally tight, but building a compelling employer brand is more important than ever in competing for the best talent
- In today's candidate-centric market the cost of a bad hire has grown, and the right people are harder to find than ever before
- There is an increasing demand for creating impactful development initiatives – and the effectiveness often needs to be measurable

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The cost to replace workers who quit can be anywhere from one-half to two times the workers' salary.

forbes.com

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To overcome these assessment challenges,
we need to change our assessment approach:

Welcome, assessment technology

Assessment technology can help you:

- Do more with less
- Simplify your processes
- Improve the candidate experience
- Make assessment outcomes easily digestible



With the right technology you can:

- Create an engaging assessment experience
- Hire the right candidates for your business
- Increase business buy-in
- Optimize assessment effectiveness



Companies that take the time to develop a positive candidate experience report a 70% improvement in the quality of hires.

Glassdoor



70%





A brief history of assessment technology



No technology in sight

1940's – 1990's

A piece of paper, a pencil and an expert psychologist scoring the results. During the second world war – when assessments became common practice – and long after, assessments were a very manual process. Always done under supervision.

Introducing the personal computer

Late 90's to early 2000's

In the early 2000's technological advancements meant assessment completion could now be done using a computer. With programs installed on test center computers via floppy disc – and later through CD-ROM, the completion and scoring of assessments was slowly made more efficient.



The internet enters the landscape

Early 2000's - 2010

The internet is here and impacts talent assessments as much as it did anything in the world. Suddenly candidates could complete assessments anywhere in the world, and the scoring was largely automated – removing the need for human intervention and reducing error margins. Unfortunately, remote – and often unproctored – completion meant that at the same time concerns about cheating increased.

From simplicity to sophistication

2010 - 2020

In the years that followed the introduction of the internet, functionality and options expanding rapidly. With this, user experience slowly became more important, as did the need for scalability – global projects and initiatives meant bulk assessments became increasingly common. Combining assessments into full solutions became the norm, and completion on mobile phones and tablets became more common. But technology wasn't always ready.

Automation and artificial intelligence

2020 - now

Wide-scale automation is happening at a rapid pace. From constructing assessments, to scoring, to branding. And with artificial intelligence entering the assessment market, sophistication has been scaled up. Machine learning being used to give minority groups the most unbiased chance of success, modular assessment construction allowing for the best candidate experience and the most focused process, and highly functioning configuration meaning unique assessments can be created in the blink of an eye. The future of assessment technology is here, and it's time to make the most of it.



How technology can help



- 1 **Automate processes to** cut down on resources
 - 2 **Lift the candidate experience** for engagement throughout
 - 3 **Focus on the essentials to create** actionable insights
 - 4 **Simplify results to help** involve your stakeholders
 - 5 **Use machine learning to** maximize prediction
 - 6 **Easily configure to** adapt content to changing needs
 - 7 **Stay ahead of the curve** and be the employer of choice
 - 8 **Create unique assessments** without losing out on robustness
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1 Automate processes to cut down on resources

Time isn't always on our side. Resources are often minimal and we are often asked to do more, with less. Process automation can help by allowing you to focus your resources on what really matters, rather than on admin tasks. System integration, scoring automation, and instant availability of results to all parties involved are just some examples of how technology can really make a difference.



2 Lift the candidate experience for engagement throughout

Assessing your candidates is a careful balancing act: gathering as much objective information as possible for effective decision making, while keeping your candidates engaged in the process and standing out amongst your competitors.



Assessment technology can help:

- Configure your assessments to contain **content that feels relevant** for the job at hand. Candidates want to show what they can do, and it engages them to feel able to do so
- Show your company information throughout the assessment experience, making it an opportunity for **candidates to get to know you** and grow their excitement to work for you. Think branding, videos about your company, testimonials – the sky is the limit
- Order and mix your assessment content as you like, creating a **varied experience** for candidates

3 Focus on the essentials to create actionable insights

Classic assessments tend to measure a lot of things that might not be relevant for you. Leading to not only longer completion times, but also cluttered reports, with too much information and lacking focus. The newest assessment technology allows you to pick competencies and focus areas that you need, so you can leave out irrelevant information. Resulting in clean, focused and insightful reports that make your job just that bit easier.

4 Simplify results to help involve your stakeholders

As a recruitment or assessment professional, you don't work in silo. There are many stakeholders who are involved in the processes. As decision makers, sponsors, or just to help with the different steps along the way. Simplicity is key to help all these different stakeholders understand the process, benefits and results of your assessment efforts – and focused, to-the-point reports are an unmissable component for stakeholder buy-in. Technology can help create scoring mechanisms that create one final score from all different assessment components. With clear directions for untrained users so you can include all stakeholders in the process. Turning complexity into simplicity.



5 Use machine learning to maximize prediction

Machine learning techniques can be used to create assessment scoring that maximizes prediction, while also minimizing bias and unfairness. When used right, these new techniques can help ensure participants are scored only on their likelihood of success on the job – leaving irrelevant characteristic out of the equation. Helping to ensure every candidate has the same opportunity to show their fit with the role.



6 Easily configure to adapt content to changing needs

To stay ahead in a market that constantly changes, you need an agile assessment process. A process that can be changed quickly when needed. Modern day assessment technology means configurations and optimizations like these should now be done easily, giving your assessments a much longer shelf life than ever before.



Recent studies have shown up to 60% reduction in subgroup differences for Talogy's newest tech-based cognitive ability test series, compared to some traditional, widely used cognitive assessment. Making it the fairest cognitive ability solution available today.



60%

7 Stay ahead of the curve and be the employer of choice

In today's candidate-driven market, talent pools are smaller and competition for great talents is intense. Using the right technology for your assessments can be the deciding factor between you and other employers. A speedy tech-enabled process, interesting and dynamic assessment content, and new and exciting technology features are all things that help you to hire the best people.

8 Create unique assessments without losing out on robustness

Technology in assessment is a game changer. But technology is nothing without the right science. Robust test construction, extensive data analysis and strong reliability and evidence of validity are essential, but can sometimes be overshadowed by poor candidate experience. Technology allows a focus on both the experience and the science – through modular assessments that are assembled from existing building blocks, and combined to create a unique look and feel.



The broad spectrum of assessment technology

Providing an exhaustive list of assessment-optimizing technology available is not possible. But some of Talogy's most important features are listed here – important for you and your candidates

- **Modular assessment configuration** that allows you to create unique, focused assessments while keeping robustness at the forefront
- **Configurable digital reports** that make combining results from different assessments a breeze and can be as simple or comprehensive as needed
- **Branding anything as your own** to make sure the candidates get the full feel of your organization
- **Online proctoring capability** allowing you to minimize cheating even when you can't physically check up on your candidates
- **Automatic sign on links** that can be shared online to minimize the admin burden and make it easy for candidates to get started

- **Virtual assessment centers** minimize the resources required, while giving you deep and valuable results
- **Video-based simulations** that allow candidates to be fully immersed in the relevant scenarios they are assessed on
- **Automated analytics dashboards** that help you understand larger trends in assessment results for a group, team or cohort
- **Include your own content throughout the assessment journey** and inform candidates of what it is like to work for you – from engaging company videos to simple visual explanation of your values

A real-life use case

Optimizing hiring through assessment tech

The challenge

A global automotive manufacturer has been partnering with Talogy for decades to create innovative, cutting-edge assessment solutions for their large-scale recruitment processes. In 2022 they decided it was time to change things up: they wanted to implement a tech-driven, next generation assessment process. A process that would meet the needs of today's candidates, and ultimately drive more successful candidates into the organization.

With the help of technology, they were looking to:

- Increase capacity, speed and reliability
- Improve candidate experience with a quick, engaging and mobile process
- Satisfy regional requirements while achieving a consistent global standard

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Candidate volumes for this manufacturer can reach up to 50,000 annually.

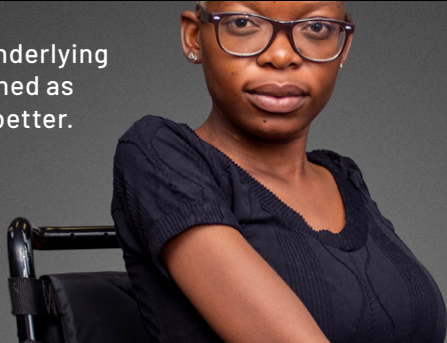
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The role of assessment tech

A brand-new assessment process was created, and technology was a key driver within all improvements:

- Shortened assessment duration to maintain engagement throughout
- Engaging, job-relevant simulations to really allow candidates to show off their skill
- Mobile enabled content to make it as easy as possible for candidates to complete

All while making sure the underlying assessment science remained as robust as before – or even better.



Results

The new assessment process has resulted in a vastly improved candidate experience and optimized assessment effectiveness:

- Application time **cut in half**
- Assessment time **reduced by 75%** and daily candidate throughput **more than doubled (2-4x)**
- **33% reduction** in time between application and job offer
- **Improved gender diversity** with more female employees hired than before

75%



The limitations of technology



While technology can greatly enhance your assessment processes, it is not a holy grail that solves all your challenges. Using technology in the wrong way can be detrimental to the quality of your assessments. Here are some common issues, and tips on how to avoid them.

- ✗ Prioritizing tech over science
 - ✗ Too much focus on efficiency
 - ✗ Letting implementation efforts slide
 - ✗ Oversimplified results
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Prioritizing tech over science

Technology gets you nowhere without the right science. Focusing too much on technology at the detriment of robustness, can leave you with an assessment with a great candidate and user experience – but does not tell you much about the people you're assessing. Or even worse, may provide you with unreliable information.



Tip

Always check the reliability and validity statistics with your supplier. In a situation where there's not enough data to reliably generate these, work with your provider to collect additional data.



Tip

Focus your technology efficiency on specifics such as ATS integration, or automated reporting. Be careful not to reduce touchpoints with the candidate or collected data points.

Letting implementation efforts slide

While developing the most technology-enabled process sounds like a good accomplishment, your efforts are still set to fail if you overlook assessment implementation. Putting in place the right processes to optimize your entire hiring or development strategy, is key to success.



Tip

Always work with an assessment partner who focusses on enablement as much as on technology. Only if the assessment content, technology and implementation are all equally well executed, you can truly succeed.

Oversimplified results

Simple and quick insights make not only your life easier – but also that of your line managers. Technology is a great enabler, but be careful: simplifying your reports too much can cost you key granular insights – and might even result in decision making at such a high level that you start losing sight of what really makes candidates successful. Psychology is never simple after all.



Tip

Focus on striking the right balance between easy interpretation and full insights. The best reports allow you to drill down from high level insights, leaving it up to the reader to decide how deep they want – or need – to go. Making it easy to provide digestible insights to your stakeholders, while respecting the complexities of the human psyche.



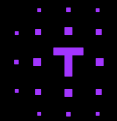
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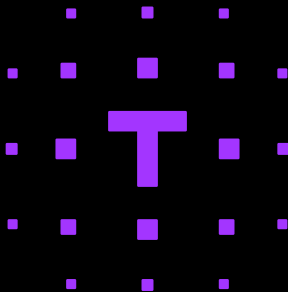
At Talogy, we care deeply,
we listen. Our experts craft
the solutions that fit your
talent challenges.

Finding the right balance between psychology
and technology, all while partnering with you
from start to finish.

Our technology brings you the newest and most
innovative systems, built to reflect all assessment
needs in by today's tech-driven society.

Get in touch with us to see how we can help
you build your perfect assessment process.





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