

smartPredict challenges:

the assessment series that boosts candidate engagement

Engaging assessments with proven, robust psychometric results

Engage candidates – measure their potential

To enhance candidate engagement, some organisations have turned to assessment games to provide a more fun user experience. However, they need to be careful.

Assessing candidates during the hiring phase is a serious business – indeed, it is ‘high stakes’ for both parties.

Candidates want to:

- Be taken seriously
- Know that the assessment is robust and fair
- Be challenged and engage with the assessment
- Have a hassle-free assessment experience on their mobile
- Get immediate feedback

Recruiters want to:

- Identify the best candidates in a reliable manner
- Shorten assessment time
- Engage with candidates
- Differentiate themselves in a crowded hiring market
- Provide a legally defensible, fair and valid assessment process

However, neither want this process to be a ‘game’. To meet the needs of both recruiters and candidates, cut-e has created *smartPredict*.

Enhance the candidate experience with smartPredict

- Designed for mobile completion
- Quick, engaging and interactive
- Provides immediate feedback
- Progresses through challenges to new levels
- Reflects the importance of the assessment – not the game

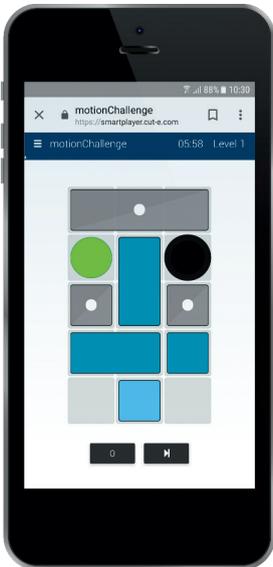
Have assessment confidence with smartPredict

- Robust psychometrics, first and foremost
- No compromise of assessment quality with added game elements
- Suitable for volume recruitment as each test is unique
- Supporting your brand by using corporate identity elements

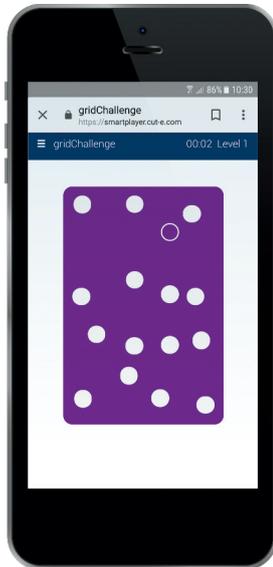
Our solution: the smartPredict challenge series

Optimised for smartphones, *smartPredict* is a series of validated psychometric assessments which are enhanced with 'game-style' elements to make them more engaging for candidates. Research shows that assessments that are too 'gamey' are perceived as unprofessional. Having said that, certain gaming elements – such as progression through levels and immediate feedback – heighten candidate engagement.

Each challenge in the *smartPredict* series can be used alone or in combination with others and also alongside other assessments. It is particularly liked by early career applicants who appreciate the challenge, interaction and mobile nature of the tests.



motionChallenge
measures
planning capability



gridChallenge
measures
executive attention



switchChallenge
measures
logical reasoning



digitChallenge
measures
numeracy

Applicants love smartPredict

Research with over 500 assessment-experienced, millennial candidates compared perceptions of traditional assessment with *smartPredict*. They rated either the same or better in terms of:

91%
overall
impression

94%
engagement
and attention

90%
reflecting the hiring
company's brand

86%
being taken seriously
and fairly treated

Language and availability

cut-e's *smartPredict* series is available in 35 languages. The assessments are purpose-designed for use on all types of mobile devices, tablets and computers. To prevent cheating, individual tests are generated for each participant. The challenges can be seamlessly integrated into existing recruitment workflow systems. A range of reporting options are available.

A video showing some of the challenges in the *smartPredict* series is available at:
www.cut-e.com/smartpredict



About cut-e: Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.

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