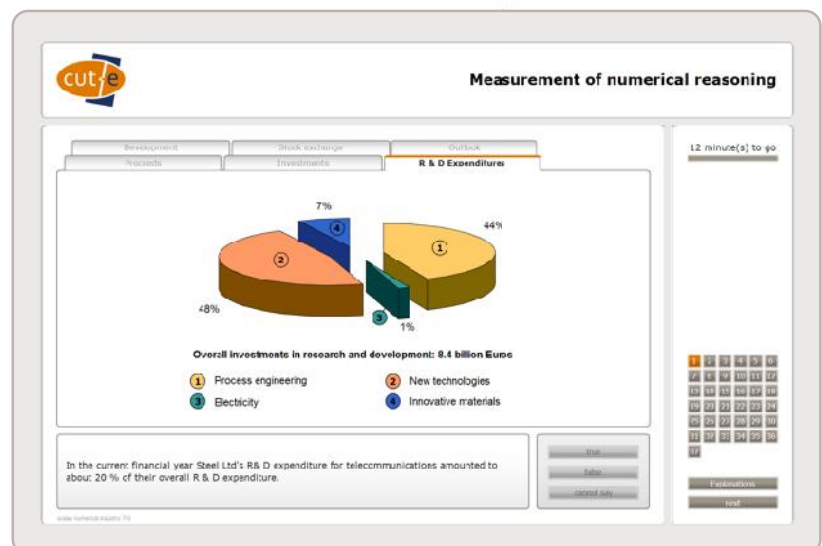


You never get a second chance to make a first impression

That's a comment often made to candidates as they present themselves at interviews. But it is just as important for the company to make a good impression on those applying for a job. Without doubt, the selection process that a job seeker goes through has a lasting influence on his or her perception of the company. If applicants don't view the selection processes as fair, appropriate and valuable, then a series of potential knock-on effects may occur: worst case, the candidate might decide to withdraw his or her application or reject any subsequent job offer. But the image of the company can also suffer – as an employer and as a brand, resulting in fewer recommendations, applications and even sales. If a company is facing the challenge of having insufficient applicants to meet their recruitment needs, it may need to look at its selection process and the candidate experience and consider if more can be done to attract and retain applicants as they progress through the selection process.

How to raise the level of acceptance among candidates

- Face validity plays a big role in the acceptance by applicants of selection processes. That is, the candidate must be able to recognise and appreciate a reasonable connection between the test and the position for which he or she is applying. Case studies or Situational Judgement Questionnaires tend to have a high face validity, and therefore high acceptance among candidates, as they reflect the context of the vacancy

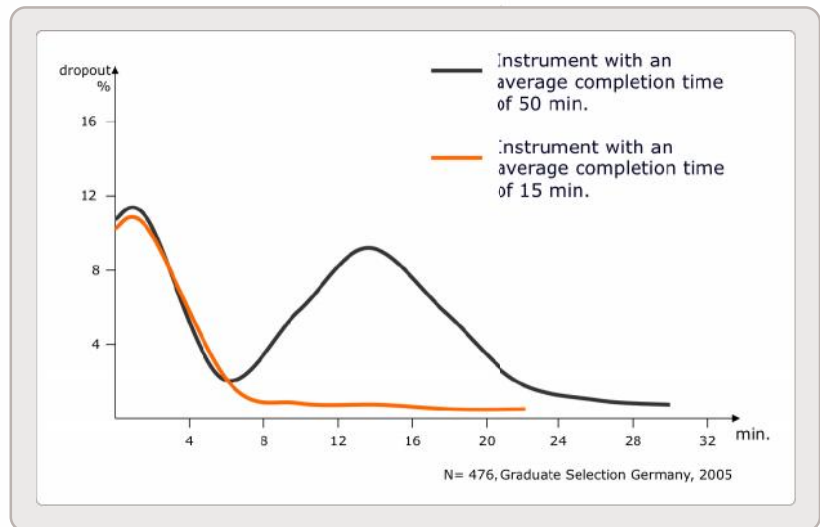


Example: Numerical Understanding – scales numerical

- Clarity of instruction: applicants must also know at all times exactly what is expected of them. A clearly defined structure – with an introduction, simple and understandable instructions and sample exercises – will help the applicant not to feel disoriented during the test, and more likely to perform at the best of his or her capability. This is particularly important with online tests as the assessment is completed remotely with no opportunity to ask any questions.
- Duration influences acceptance: it is important that a test should not take up more time than necessary. Applicants show a low acceptance for what they may see as time-consuming tests and tend to run out of patience and exit the test before completion. The result is a lost applicant.

Duration influences acceptance

The following diagram compares the break-off quota (so at which point an applicant exits the test) of two tests with different duration times. In the shorter test, only a very small percentage of the candidates break off, or exit, the test after the first five minutes. In the case of the longer test, however, the break-off quota rises to a much higher level as more people choose to leave the test before completion. In this study, interviews with all candidates showed that it was the strong candidates in particular who chose to leave the test during the longer testing process. If this assessment were a prerequisite to interview or included in the early stages of the selection process, the company would lose many very promising candidates.



Break-off quota in relation to time required

How to keep selection assessments as short as possible

The challenge for any selection process is to gather as much information as possible in as little time as possible to make the most informed decision. Adaptive processes can help in this. An adaptive process or test adjusts the test according to the performance of the candidate while they are working through it: an exercise, or question item, is presented based on the answers previously given. In this way, the candidate completes tasks based on demonstrated level of performance. This allows the maximum of information to be gathered whilst neither under- nor over-challenging the applicant.

Feedback – the critical acceptance factor

Over and above the factors already mentioned, for a selection process to be accepted by the candidates also requires open, specific and differentiated feedback. The candidates have invested time and effort into the application process, and they should have the opportunity to reflect on their efforts and to learn something from the process. This is particularly relevant for candidates whose application is unsuccessful: they may be more likely to rate the selection process negatively and should not be ignored as they may wish to reapply for other roles, talk to colleagues or be a customer.

At cut-e, we keep the candidate experience in mind at all times to guarantee a higher level of acceptance of the tests, and better recruitment for our clients.

Do you have questions or would you like to find out more?

Then contact us:

Email: info@cut-e.com

Web: www.cut-e.com

cut-e: smart. valid. preferred.