Got to catch em' all

WHY GAMIFICATION IS THE FUTURE OF RECRUITMENT

Recruiters are often accused of collecting candidates faster than a Pokémon Go addict collects rare Pokémon. But could the best way to catch em' all really be through gamification? As the Pokémon Go app sweeps the globe it's apparent that Millennials are more adept at gaming than ever before, and the savvy recruiter would do well to jump on board the trend in the bid to catch and evolve the best candidates.

Talent measurement and assessment specialist cut-e and psychometric games developer Arctic Shores have formed a new partnership to develop next-generation 'gamified assessments' which will help attract and select job applicants.

Arctic Shores creates immersive mobile games, using neuroscience and applied psychology, covering topics such as innovation, resilience and general mental ability. Under the new partnership, cut-e will exclusively distribute these games globally, outside of the UK.

But is this just a trend or is gamification a long term strategy for recruiting the best talent? David Barrett, Chief Operating Officer of cut-e believes it will be around long term and the returns are significant.

"These assessments offer an immersive, engaging and entertaining candidate experience but they'll also provide rigorous psychometric insights about each applicant's skills, abilities and their potential to perform in a role," he said.

"As a result, employers will be able to differentiate their hiring process, raise brand awareness, engage their prospective talent and make fair and objective selection decisions. They'll also benefit from job-relevant data, insights and predictive analytics that will help them make future talent decisions."

Roy Snart, Head of the recruitment software company First Choice Software believes an extended use of gamification "is somewhat inevitable."

"Recruitment has always been a bit of a game so I am sure there will be more gamification in the future, but I am not sure how soon it will come," he said.

But he raises a warning and tells developers to be aware of what the purpose of the games is.

"In a way, every software developer wants to be a game developer. But they have to think about the audience. We are not 13, 14 or 15-year old kids."