

# All the Ways you Can Assess

**Antonio Arias-Lopez**  
Group Talent Acquisition Manager  
Tipico

# Germany's most successful digital startup

- **Millions of transactions** every day
- **650+ ProTech / Online / Corporate staff**
- **700+ shop staff** in 150 owned shops
- **Franchise** partners: 900+ shops
- 6 main offices – HQ in **Malta**
- **Agile & Innovative**: 9 month AWS rollout!

## TA Team

11 people

4 locations

2018 forecasted

**670 hires**

*64% retail*

*24% ProTech / Online*

*12% Corp.*

# A year at Tipico

## 1. *DISCOVERY & BASICS:*

**SmartRecruiters**

One Brand: **OneTipico**

Secure **volume**: LinkedIn, Workwide

**Stay Ninja**: Ebay kleineanzeigen

## 2. *TRANSFORM*

**Automating** (XREF) (SR Contracts) (Sonru)

**Quality** drive (MoBerries, Honeypot, Codility)

## 3. *EXCEL*

**SmartCRM** and **SmartAssistant**,

**Bundesliga** Campaign

*SuperTech*: **Pymetrics**, **Benivo**, **Programmatic Advertising**

# Delivery

**304 Hires from H1 applicants (+44% YoY)**

**-82% agency use YoY**

**-51% time-to-hire YoY (70 → 34.67 days)**

ProTech: 80,2 to 55,1 days in 6 months

**5x more ProTech applicants YoY**

**2018 Budget FC: 24% below budget**

**Cost per hire 2018 FC: 1,720€**

Now, the important people!

*Helping everyone find their  
place in the world of work.*

**Alex Cresswell**

Managing Director EMEA  
pymetrics

# CREATING A TRUE SYSTEM OF RECORD FOR PEOPLE: UNLOCKING THE POWER AND VALUE OF THE LONG TAIL.

Resumes are 20<sup>th</sup> century tools.

Behavioral science and bias free AI will unlock the power of the long tail to expand opportunity to all, fundamentally transform recruiting and create the workforce of the future.



**People / Work**

N

movies



music



products



education

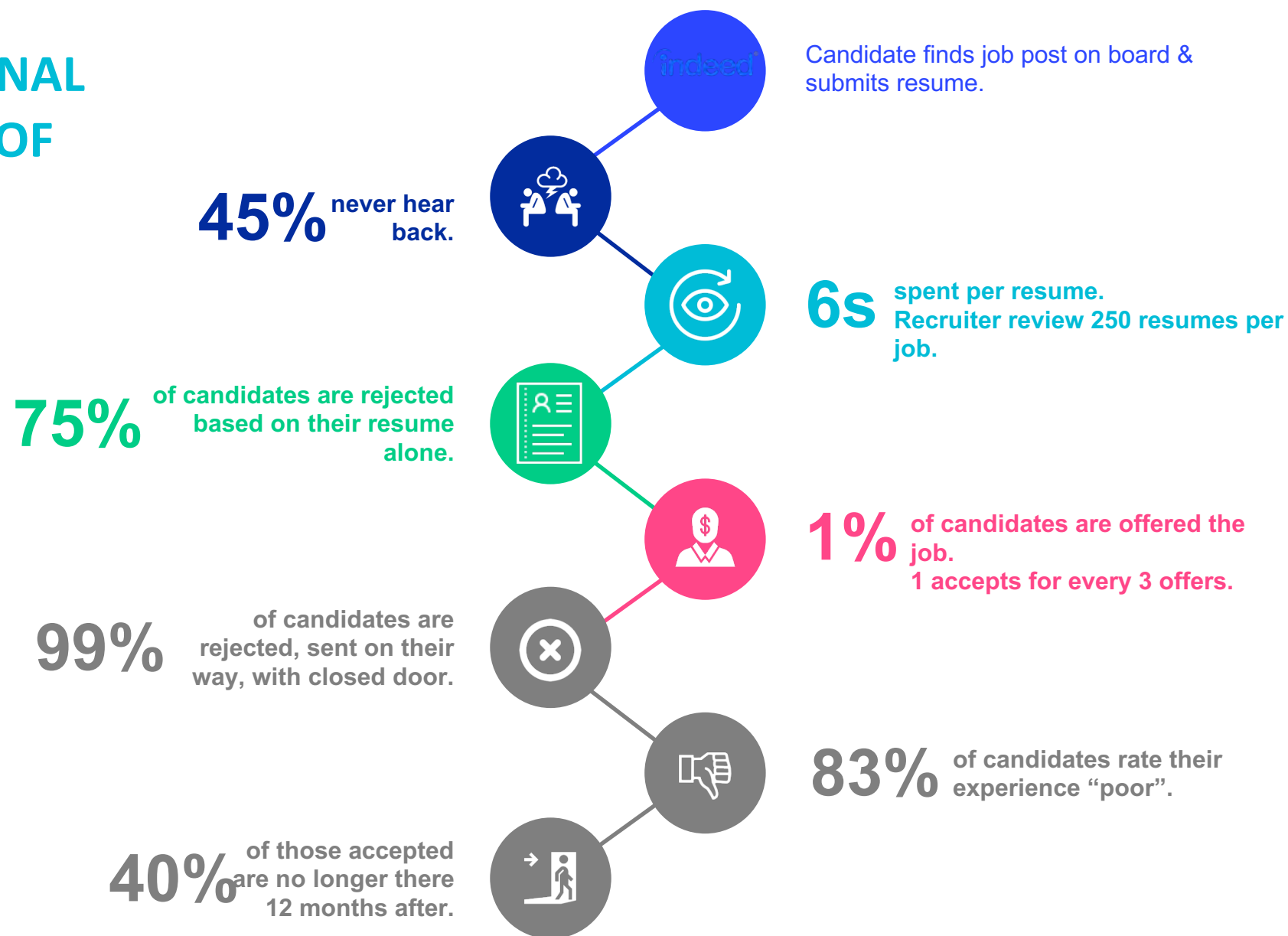


healthcare



environment

# TRADITIONAL PROCESS OF HIRING



## Instructions

2 HINTS 10/10

For each trial, you will be presented with a ● or a ● circle.

Press the   when you see a red circle.

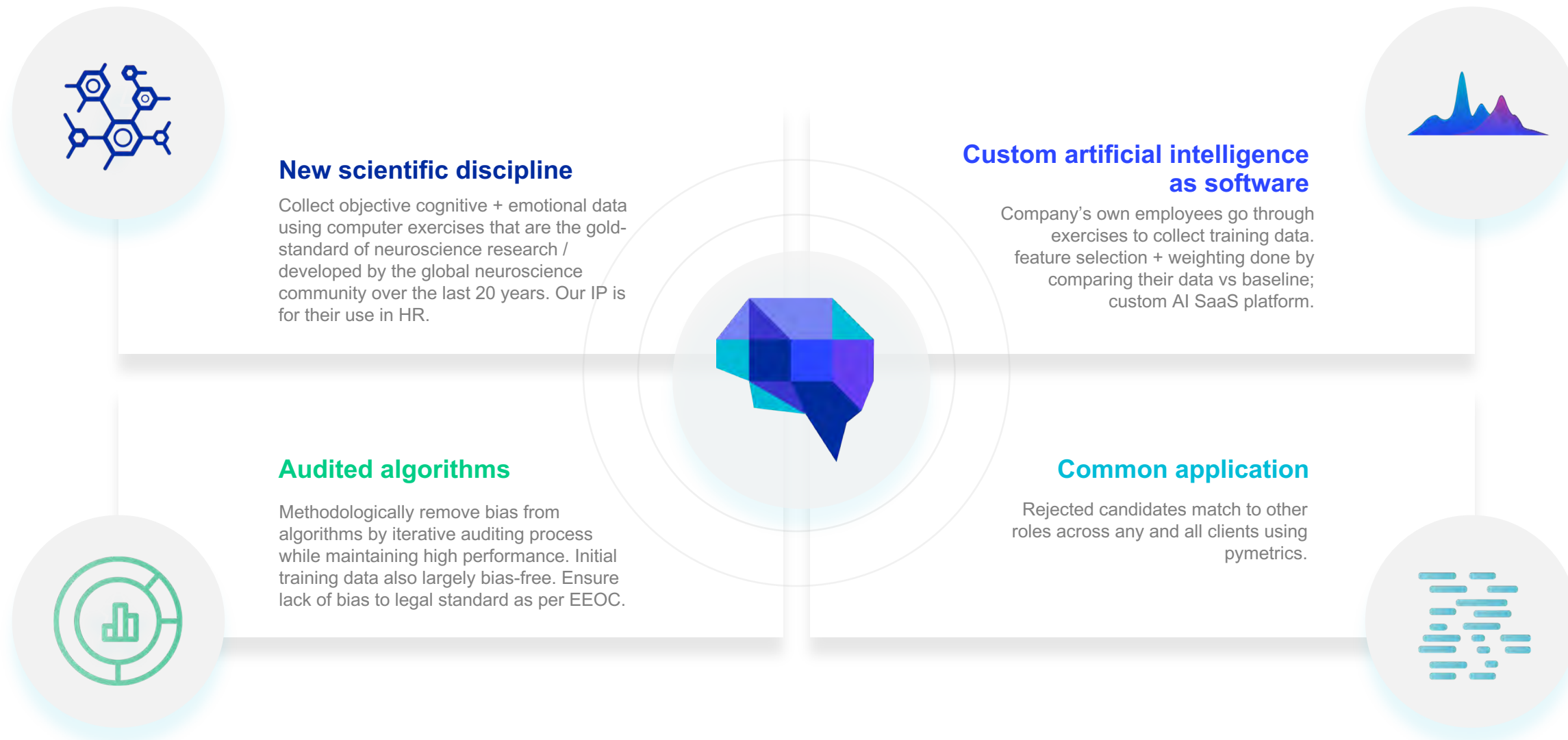
Do not do anything when you see a green circle.

Please respond as quickly and accurately as possible.

Continue

LET'S PLAY!

# PYMETRICS IS A SCIENTIFICALLY-BASED AI SAAS SOLUTION



# What can we help you achieve?



## Efficiency

Hiring is flawed. We can be the first-pass filter for the high volume of candidates received for any given job vacancy.



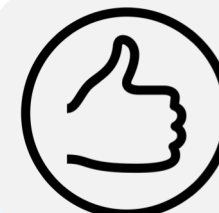
## Diversity

Diversity is a focus for many organizations. Yet implicit bias stunts efforts in diversifying their workforce. We can help fairly uncover candidates to give everyone the same opportunity.



## Candidate Experience

Your candidate is a consumer. The reality is not everyone advances, but their interview process is still a touchpoint with your brand. Let us assist you in improving their experience.



## Quality

Whether it's time or volume, a poorly selected candidate based on either (or both) impacts your business. We know how to accurately predict high quality candidates.



## GENDER, ETHNIC + SES DIVERSITY

150%

increase in  
women in  
pipeline + hired  
into finance role

20%

increase in  
women hired in  
technical roles

20%

increase in  
minorities hired  
into finance and  
other roles

1000%

increase in SES  
diversity of  
people hired into  
campus  
programs

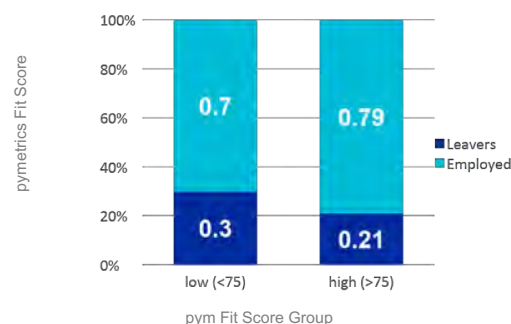
accenture

Unilever

# Improving the candidate experience and retention

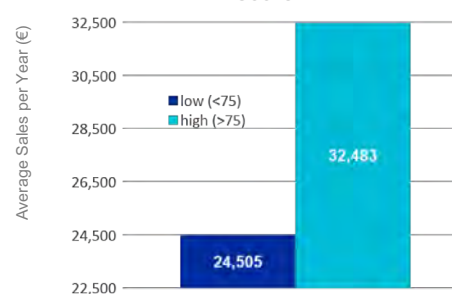
*33% more sales per agent, per year – regardless of whether they stay or leave*

Employment status by pymetrics fit score



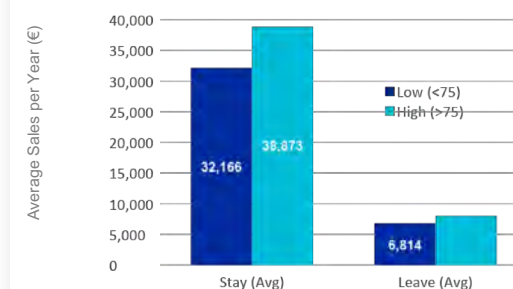
Retention

Average sales per year by pymetrics fit score



Performance

Avg. sales per year by pymetrics fit score & retention



Performance

In Autumn 2016, pymetrics launched a pilot study with NN Group's Spanish subsidiary. The scope of the project was to build a model and launch assessment for Insurance Sales Agents. pymetrics built a model off of ~50 of the top performing Sales Agents.

The client's main goals were:

1. Assess pymetrics predictive power with regards to TA performance
2. Gain feedback from new hires and recruiters about pymetrics
3. Solve for retention and performance issues

# All the Ways you Can Assess

**John Hughes**

International Account Manager  
AssessFirst



**Performing**



**Miserable**

**Happy**



**Failing**



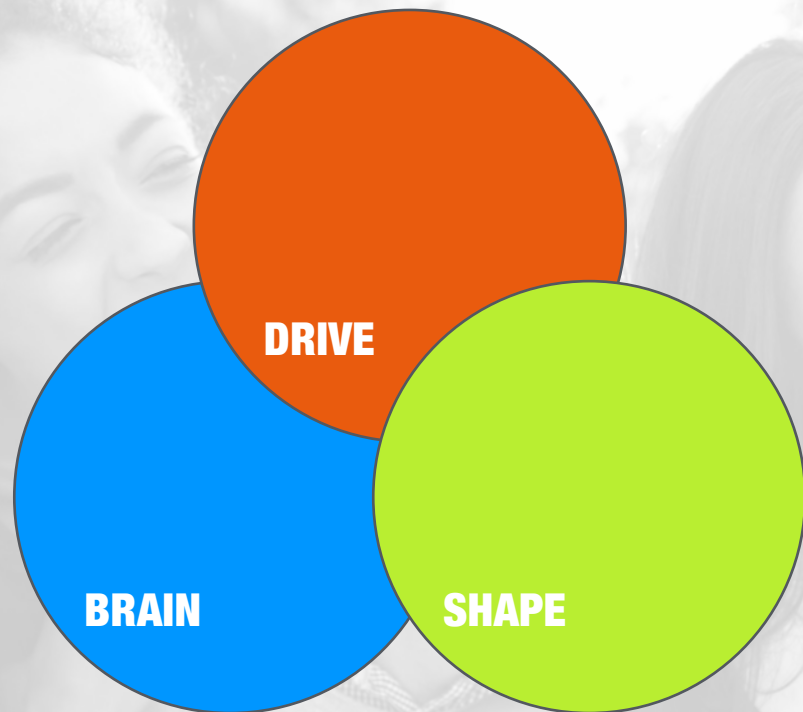
# Performing



# Happy



**POTENTIAL**



# NATURAL TALENTS



**NATURAL  
TALENTS**

**PREDICTIVE  
MODELS**





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Find a contact

Browse

My account

- Dashboard
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- My applications
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- Recruitments
- Mobility
- Predictive models
- Talent mapper

## Predictive models

My predictive models Company predictive models Default predictive models

Predictive model

---

France

Search

Clear

+ New predictive model

Accountant

Accounting/Auditing

France

Duplicate

Accounting

Accounting/Auditing

France

Duplicate

Accounting Assistant

Accounting/Auditing

France

Duplicate

Accounts Department Manager

Accounting/Auditing

France

Duplicate

Actuary

Finance/Analyst

France

Duplicate

Administrative

Administration

France

Duplicate

Administrative and Financial Director

Finance/Analyst

France

Duplicate

Administrative and Financial Manager

Finance/Analyst

France

Duplicate

Administrative Assistant

Administration

France

Duplicate

Administrative Technician

Administration

France

Duplicate

Advertising Manager

Media and communications

France

After-sales Service Manager

Customer Service

France





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## Predictive models

New predictive model

### ADD YOUR CONTACTS' PROFILES

AF Sales Team 2017

### CALIBRATE YOUR PREDICTIVE MODEL

To effectively calibrate your predictive model, we need to know the level of performance and engagement of each of the people you've chosen in their current position. To add a score on a criteria, hover over the criteria then add a mark out of 5.



**Sillé Emmanuelle**  
Customer Success Manager  
Date added: 2018-05-15 03:19:27



Attitude?



**LEHEC François**  
Account Manager @AssessFirst  
Date added: 2018-05-15 03:19:27

Performance?

Attitude?



**CERVELLE Quentin**  
HR Consultant @AssessFirst  
Date added: 2018-05-15 03:19:27

Performance?

Attitude?



**FOURY Michaël**  
Inside Sales Leader @AssessFirst  
Date added: 2018-05-15 03:19:27

Performance?

Attitude?



**ELMASSIAN Paul-Louis**  
Business Development @AssessFirst  
Date added: 2018-05-15 03:19:27

Performance?

Attitude?



**HUGHES John**  
Business Developer E-commerce  
Date added: 2018-05-15 03:19:27

Performance?

Attitude?



Confirm

Help



### IMPORTED CONTACTS

6

### MODULE COMPLETION 0%

To finish your model, you must assess all of your contacts on at least one criteria.

### YOUR SAMPLE

0	0	0
0	0	0
0	0	0



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Predictive models

Talent mapper

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New predictive model

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**Sillé Emmanuelle**

Customer Success Manager  
Date added: 2018-05-15 03:19:27

Acceptable performance

Acceptable attitude



**LEHEC François**

Account Manager @AssessFirst  
Date added: 2018-05-15 03:19:27

Above average performance

Attitude not in line



**CERVELLE Quentin**

HR Consultant @AssessFirst  
Date added: 2018-05-15 03:19:27

Exceptional performance

Positive attitude



**FOURY Michaël**

Inside Sales Leader @AssessFirst  
Date added: 2018-05-15 03:19:27

Above average performance

Attitude not in line



**ELMASSIAN Paul-Louis**

Business Development @AssessFirst  
Date added: 2018-05-15 03:19:27

Weak performance

Problematic attitude



**HUGHES John**

Business Developer E-commerce  
Date added: 2018-05-15 03:19:27

Above average performance

Positive attitude



Confirm

### IMPORTED CONTACTS

6

### MODULE COMPLETION 100%

To finish your model, you must assess all of your contacts on at least one criteria.

### YOUR SAMPLE

0	0	2
0	1	0

Help





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## Predictive models

New predictive model

Back to the sample

### ANALYSIS OF THE MODEL : SALES TEAM

Predictive models : Performance and Attitude



# 85%

#### Predictive power

This model allows you to predict people's capacity to perform and to show the expected attitude with precision in 85% of cases. In 15% of cases, the predictive power of the model may not be optimal.

### RARITY OF THE SOUGHT PROFILE: 1/7



Rare profile



Common profile

On average, you'd have to evaluate 7 people to find one whose fit with this model is between 60 and 100%.

Test the model

Save this model

#### MODULE COMPLETION 0 %

You've imported 6 contacts. You've entered 0% of ratings on the 2 criteria of Performance and Attitude.

#### SAMPLE ANALYSIS

Distribution of selected contacts on Performance and/or Attitude axes.

[See analysis](#)

Help





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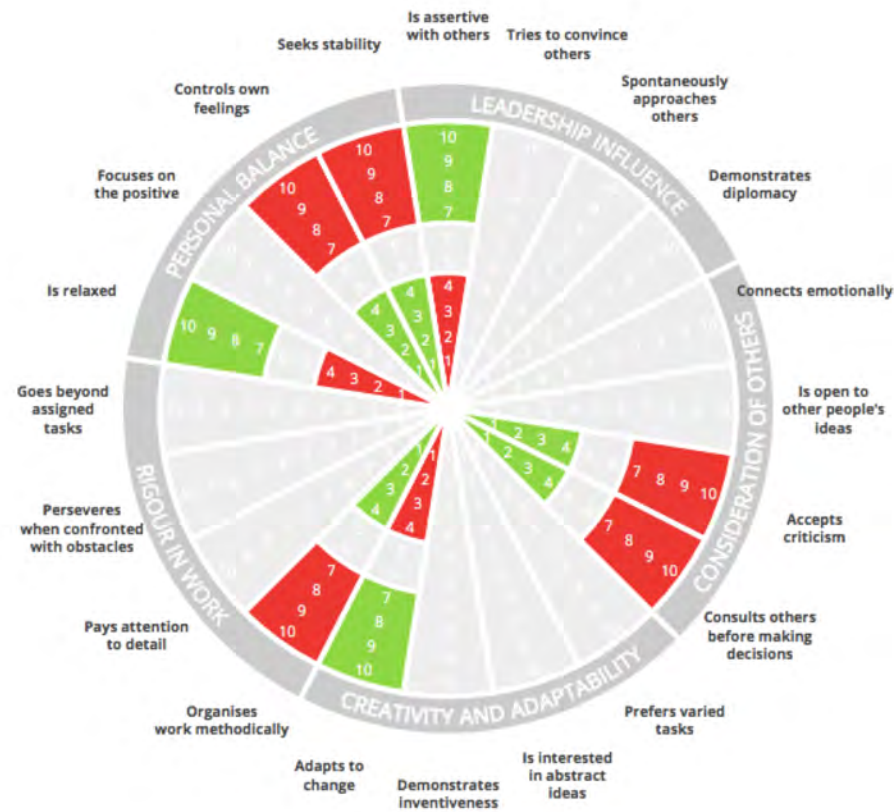
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New predictive model

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### EXPECTED BEHAVIOURS



Test the model

Save this model

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## Predictive models

New predictive model

Back to the sample

# DRIVE

## EXPECTED MOTIVATIONS

- ✓ Excel everyday
- ✓ Having influence
- ✓ Working in a team
- ✓ Receiving compensation
- ✓ Meet new people
- ✓ Having autonomy
- ✓ Working in a fun environment
- ✓ Helping others

[Back to top](#)

Test the model

Save this model

[? Help](#)





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## Predictive models

New predictive model

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# BRAIN

## SOLVING PROBLEMS AND LEARNING

### MANIPULATE DATA

To avoid ( 1 - 2 )

Neutral ( 3 )

Expected ( 4 - 5 )

### MANAGE THE UNEXPECTED

To avoid ( 1 - 2 )

Neutral ( 3 )

Expected ( 4 - 5 )

### USE KNOWLEDGE

To avoid ( 1 - 2 )

Neutral ( 3 )

Expected ( 4 - 5 )

### ANALYSE SITUATIONS

To avoid ( 1 - 2 )

Neutral ( 3 )

Expected ( 4 - 5 )

Test the model

Save this model

Help



Direct link access to Account Officer campaign

## Direct link access to Telemarketer campaign

By clicking on the "Get the link" button, you will generate an automatic public registration link for the "Telemarketer" recruitment campaign. This link allows people to create an AssessFirst account and automatically join the campaign. They can then complete assessments that you have attached to this campaign.

You can paste this link anywhere you want on your website or email.

**Public registration link:** <http://my.assessfirst.com/oa4wt>

Copy

Quenti

HR Consultant @ AssessFirst

Add date: 13 April 2017

John Doe

Sales Director @ AssessFirst

Add date: 13 April 2017



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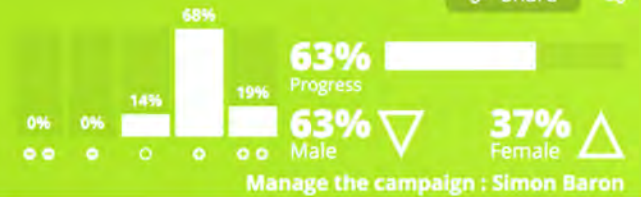
Talent mapper

## Recruitment / Account Officer

Predictive models : Account Officer

See rankings

See this job offer



Search

Search

Magic Button

Add a new candidate

Legend

★ To be reviewed (13)

Send reminder



Michaël Foury

Sales Development Leader @ AssessFirst  
Add date: 16 July 2018

88



Shortlist

Reject



Emmanuelle Sillé

Customer Success Manager @ AssessFirst  
Add date: 16 July 2018

74



Shortlist

Reject



Alexis Teplitchi

Co-Founder @ AssessFirst  
Add date: 16 July 2018

71



Shortlist

Reject



Carla Ulrich

Apprenti @ AssessFirst  
Add date: 16 July 2018

69



Shortlist

Reject



Emilie G

No position @ AssessFirst  
Add date: 16 July 2018

69



Shortlist

Reject



Colm O'brien

SDR @ AssessFirst  
Add date: 16 July 2018

67



Shortlist

Reject



Paul Stout

Online Sales Manager  
Add date: 16 July 2018

64



Shortlist

Reject



John Hughes

Business Developer E-commerce @ AssessFirst  
Add date: 16 July 2018

64



Shortlist

Reject



Damien Rochette

Full-stack Developer @ AssessFirst  
Add date: 16 July 2018

61



Help

Re





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Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary Complete results Predict success Orientation Affinity

53%

## PREDICT SUCCESS

United St..

Account Officer (David BERNARD)

65%

FAIRLY HIGH POTENTIAL FOR SUCCESS WHEN COMPARED TO THE PREDICTIVE MODEL.

Show report

# PREDICT

## PREDICTION DETAIL

Help





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Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary Complete results Predict success Orientation Affinity

53%

PREDICT

## PREDICTION DETAIL



SUCCESS

Performance potential



COMMITMENT

Commitment potential

## SKILLS

Psychologie

Formation

Recrutement

Accompagnement

Développement commercial

SUCCESS

Help





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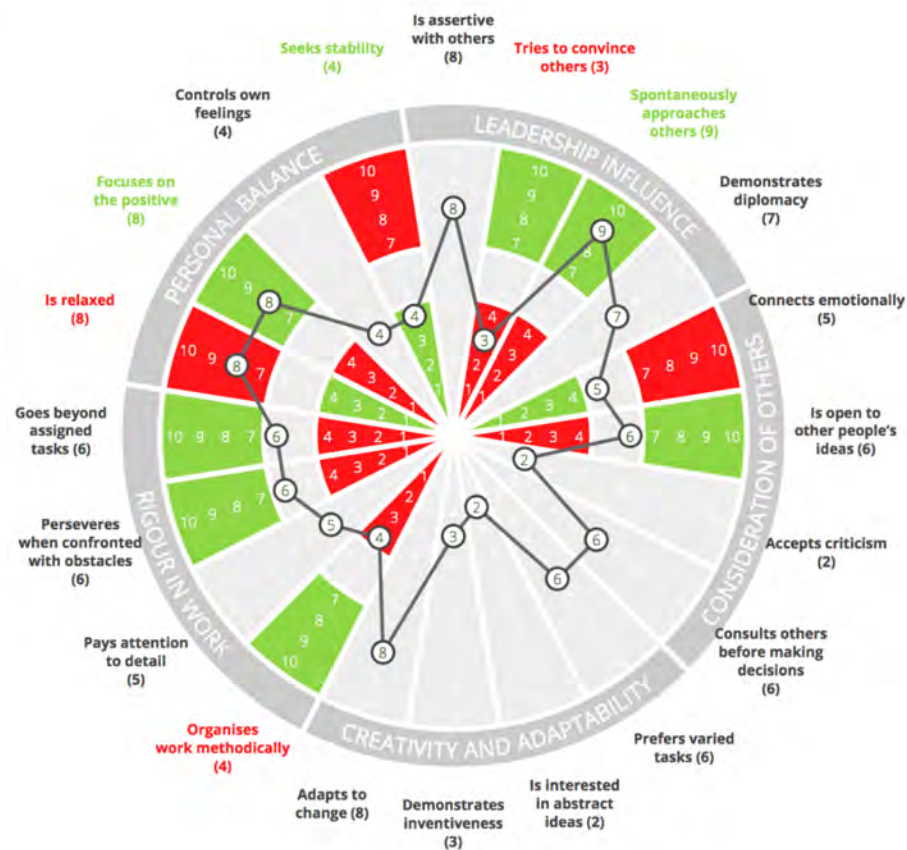


Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary Complete results Predict success Orientation Affinity

53%



### Legend

- Behaviours associated with success
- Neutral behaviours
- Undesirable behaviours

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Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary

Complete results

Predict success

Orientation

Affinity

53%

## ANALYSIS OF BEHAVIOURAL POTENTIAL



### STRENGTHS FOR THE POSITION

Is approachable, finds it easy to form relationships with people whilst keeping conversation within a professional sphere.

Displays intellectual openness, is capable of understanding other points of view than her own.

Invests herself fully in her activities, takes the initiative and perseveres in spite of difficulty. Focuses on delivering maximum performance every time.

Is driven by an entrepreneurial temperament, readily places herself at risk, is prepared to seize opportunities, wherever they may come from.

Shows enthusiasm, focuses on the positive elements of the situation, and always sees the bright side.



### WEAKNESSES FOR THE POSITION

Lacks a critical mind, does not take a stand, lets others decide for her or for the group.

Places little weight on the method, can sometimes lack rigor, and thus seems muddled in her way of doing things. May rely on her intuition too much.

Sometimes takes situations too lightly, doesn't perceive the urgency of some situations. Relativises and can take time to go into action.

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Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary

Complete results

Predict success

Orientation

Affinity

53%

3.3

OVERALL SCORE

Progress continuously

## ANALYSIS OF GENERAL LEVEL

Emmanuelle Sillé is quite balanced in the way she makes her decisions as she pays as much attention to thinking about a subject, the time she devotes to it, and the quality of the choice she has to make. For this reason, there is no special element on which she distinguishes herself, but no specific shortcoming either.

MANIPULATE IDEAS 2/5

To avoid ( 1 )

Neutral ( 2 )

Expected ( 3 - 5 )

MANAGE THE UNEXPECTED 4/5

To avoid ( 1 )

Neutral ( 2 )

Expected ( 3 - 5 )

USE KNOWLEDGE 4/5

To avoid ( 1 )

Neutral ( 2 )

Expected ( 3 - 5 )

ANALYSE SITUATIONS 3/5

To avoid ( 1 )

Neutral ( 2 )

Expected ( 3 - 5 )

## ANALYSIS OF SKILL POTENTIAL

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Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary Complete results Predict success Orientation Affinity

53%

## OVERALL ANALYSIS



58%  
ENGAGEMENT POTENTIAL

Emmanuelle Sillé's motivations align somewhat with those that allow someone to thrive in the position of Account Officer. She risks not being completely at ease in this position.

## IMPORTANT MOTIVATIONS FOR THE POSITION

HAVING INFLUENCE

DEVELOPING IN A CHANGEABLE ENVIRONMENT

HAVE A GLOBAL OBJECTIVE TO ACHIEVE

NOT EXPECTING TOO MUCH DISCIPLINE

EXCEL EVERYDAY

ACCEPTS INVESTING HIM/HERSELF WITHOUT RESERVATION

Help





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**53**

52



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Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary Complete results Predict success Orientation Affinity

53%

## AFFINITY

Clément Duchêne



68%

It's a match!

The similarity of these profiles shows a good synergy between them. It is highly likely that they will get along well. In this way, working together should be perfectly natural. They will not have to make too many adjustments for their collaboration to be a success.

## COMPATIBILITY OF PROFILES



Similar profiles



Complementary profiles

They have many shared personal characteristics. It is likely that they react in similar ways in many situations.

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Emmanuelle Sillé

Customer Success Manager @ AssessFirst

Summary Complete results Predict success Orientation Affinity

53%

## RECIPROCITY IN THE RELATIONSHIP



71%

Attraction of Emmanuelle Sillé to Clément Duchêne



65%

Attraction of Clément Duchêne to Emmanuelle Sillé

# AFFINITY

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## Talent mapper

Show users on a Talent Map

50%

### Friendly

Interpersonal skills, readily approaches people, gets involved in the relationship, good at making connections!

38%

### Sociable

Finds it easy to approach people but keeps distance. Does not become emotionally involved. Often moves from one relationship to the other.

13%

### Stays in the background

Likes to be alone, work by himself. Puts distance between himself and others.

0%

### Reserved

Enjoys relationships, but does not always feel at ease "making the first move".

Social Approach

Show report



- Emmanuelle Sillé
- François Lehec
- Quentin Cervelle
- Iv Khoun Keo
- Michaël Foury
- Paul-Louis Elmassian
- John Hughes
- Adi Schnell

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## Talent mapper

Show users on a Talent Map

25%

Inclusive

Likes to involve people and consult them before making a decision, yet doesn't lose sight of setting the agenda.

0%

Supportive

Likes to participate in team life, discuss and build with people. Does not make many decisions "for the group".

25%

Independent

Concerned about himself above all. Goes about his work as he sees fit.

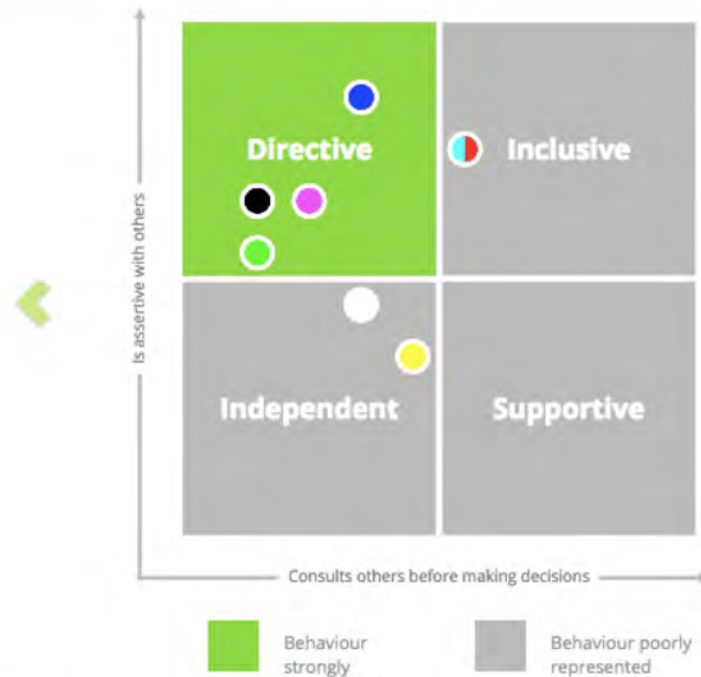
50%

Directive

Knows where he is going, sometimes makes decisions unilaterally, trusts himself above all!

Collaboration (management) style

Show report



- Emmanuelle Sillé
- François Lehec
- Quentin Cervelle
- Iv Khoun Keo
- Michaël Foury
- Paul-Louis Elmassian
- John Hughes
- Adi Schnall

Help





# All the Ways you Can Assess

**Jacek Gabanowicz**

Enterprise Account Executive  
Codility

# cødility

We enable you to gather deeply accurate insights through real-life coding assessments, while also providing a great candidate experience

# Which gives our clients the advantages of

ACCURACY

STRONGER HIRING SIGNALS

A PARTNER FOR LONG-TERM GROWTH



Just now, a new test session started in

**United States**

**5,791,556**

Assessments to date

SQL Engineers

Mobile Developers

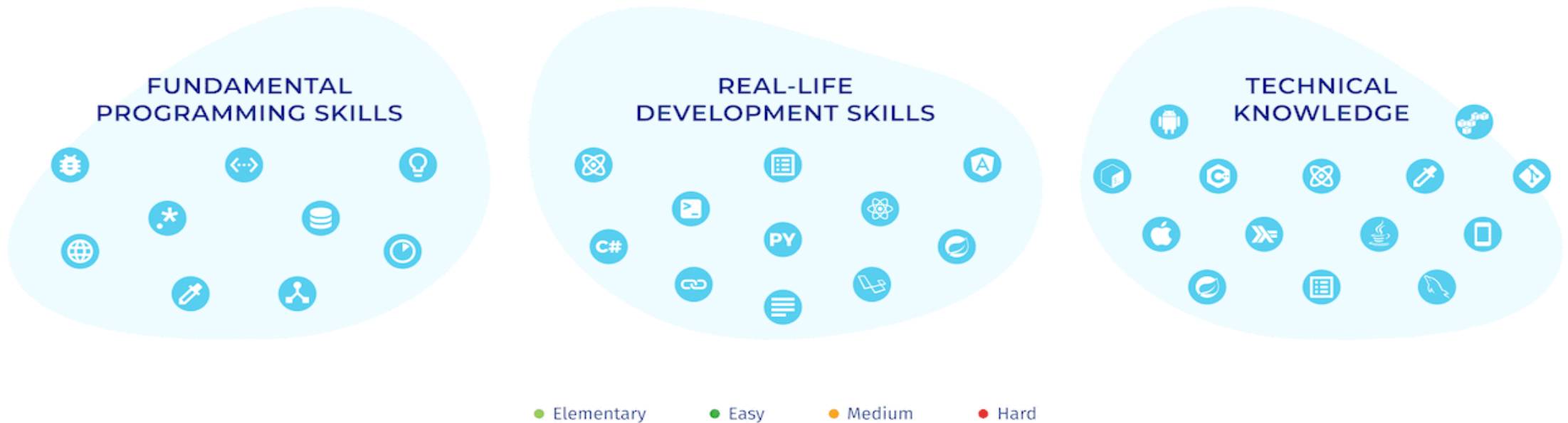
iOS Developers

Java Developers

Dev Ops

Full Stack Teams

Our platform automatically assesses real-life and fundamental development skills, supporting all popular languages and frameworks, covering the technical roles you're hiring.



# We're working with hiring teams around the world to improve their tech recruiting

Banking and Financial  
Services



Software and Technology



Gaming and  
Entertainment



e-Commerce and  
Consumer services



Research and  
Education



Helping **1,200 clients** to facilitate **over 25k developers** through screening, interviewing, training and engagement sessions every month.

# What's the ROI of implementing Codility?

## CLIENT 1

For a dev team growing from **20 to 30**... Codility brings **\$46,000 in value** in the first year

## CLIENT 2

For a dev team growing from **150 to 225**... Codility brings **\$350,000 in value** in the first year

## CLIENT 3

For a dev team growing from **400 to 600**... Codility brings **\$930,000 in value** in the first year

Engineering hours are moved away from recruiting

Freeing Devs to move time spent on screening to focusing on onboarding

New hires reach full capacity faster, and start making a meaningful contribution earlier

Faster hiring leads to overall faster time to capacity

Let's ask some questions!

You are who you hire.

