



CX REPORT—
EQUALTURE'S GAMIFIED ASSESSMENTS

Candidate Experience (CX) Report

Q1 2022

"Candidate Experience is the reason why we started Equalture in the first place."

When my twin sister Fleur and I started Equalture in 2018, our main driver was all the negative and hurtful experiences we've seen candidates going through.

Switching jobs has an enormous impact on your life. After all, we're spending most hours on work every week. And that also makes applying for a job oftentimes a stressful experience.

I've never heard one of my friends saying: "I really had fun applying for this job!" In fact, most of them hated it. Instead, I hear more and more stories from people around me about not only having a stressful experience, but also not feeling treated equally.

We're on a mission to ensure that every single candidate is treated the exact same way when applying for a job. And while ensuring these equal opportunities, we want candidates to have a joyful experience that makes them remember you as a company.

In this report, you'll find an analysis of the Q1 2022 CX of all candidates completing Equalture's games as part of their job application. Happy reading!



Cheers, Charlotte Melkert
CEO & Co-Founder
at Equalture

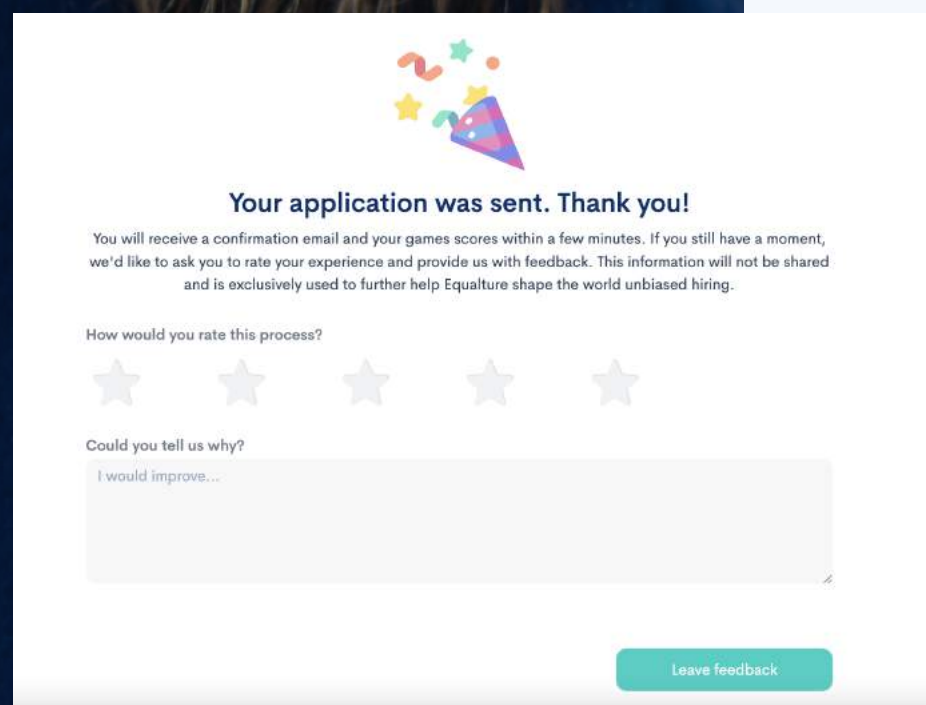
Equalture CX Rating.

How it works.

After a candidate has completed Equalture's gamified assessment, they are asked to rate their experience from 1 to 5.

Also, they have the opportunity to leave a comment with their rating.

It is emphasised that this feedback will be collected anonymously, to prevent candidates from leaving a socially desirable rating.

A screenshot of the Equalture CX Rating form. At the top, there is a colorful icon of a party hat and confetti. Below it, the text reads "Your application was sent. Thank you!". A paragraph follows, stating that the user will receive a confirmation email and games scores within a few minutes, and that they are being asked to rate their experience and provide feedback, which will be used to help Equalture shape unbiased hiring. The form then asks "How would you rate this process?" and displays five empty star icons for rating. Below this, it asks "Could you tell us why?" and provides a text input field with the placeholder "I would improve...". At the bottom right, there is a teal button labeled "Leave feedback".

3019

Candidates left a rating.

Response rate.

How many candidates are willing to help us improve our platform .



59%

of all candidates left a rating.

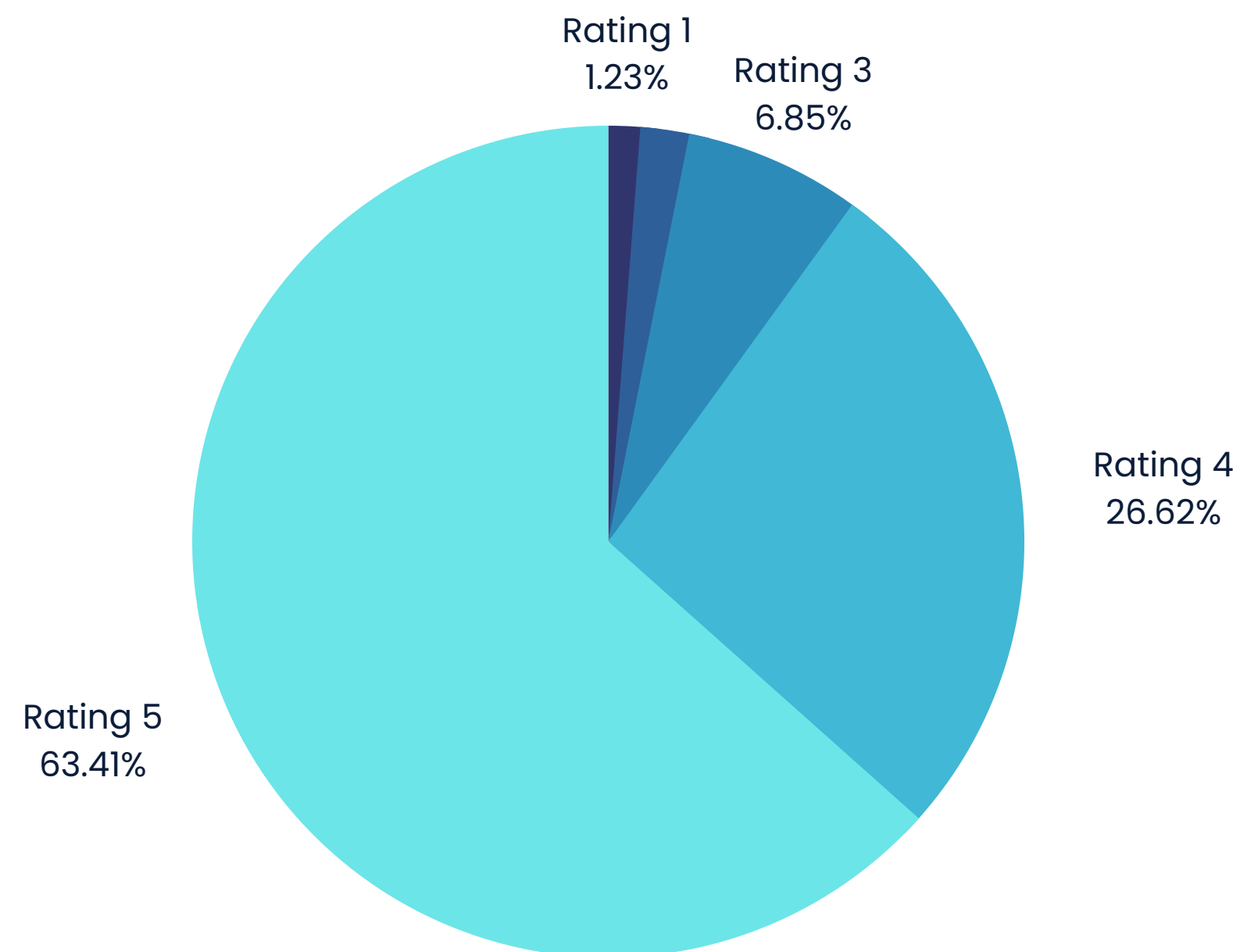


31%

of all candidates added a comment to their rating.

Average CX Rating 4.49/5

More than 60% rated Equalture's gamified assessments 5/5.



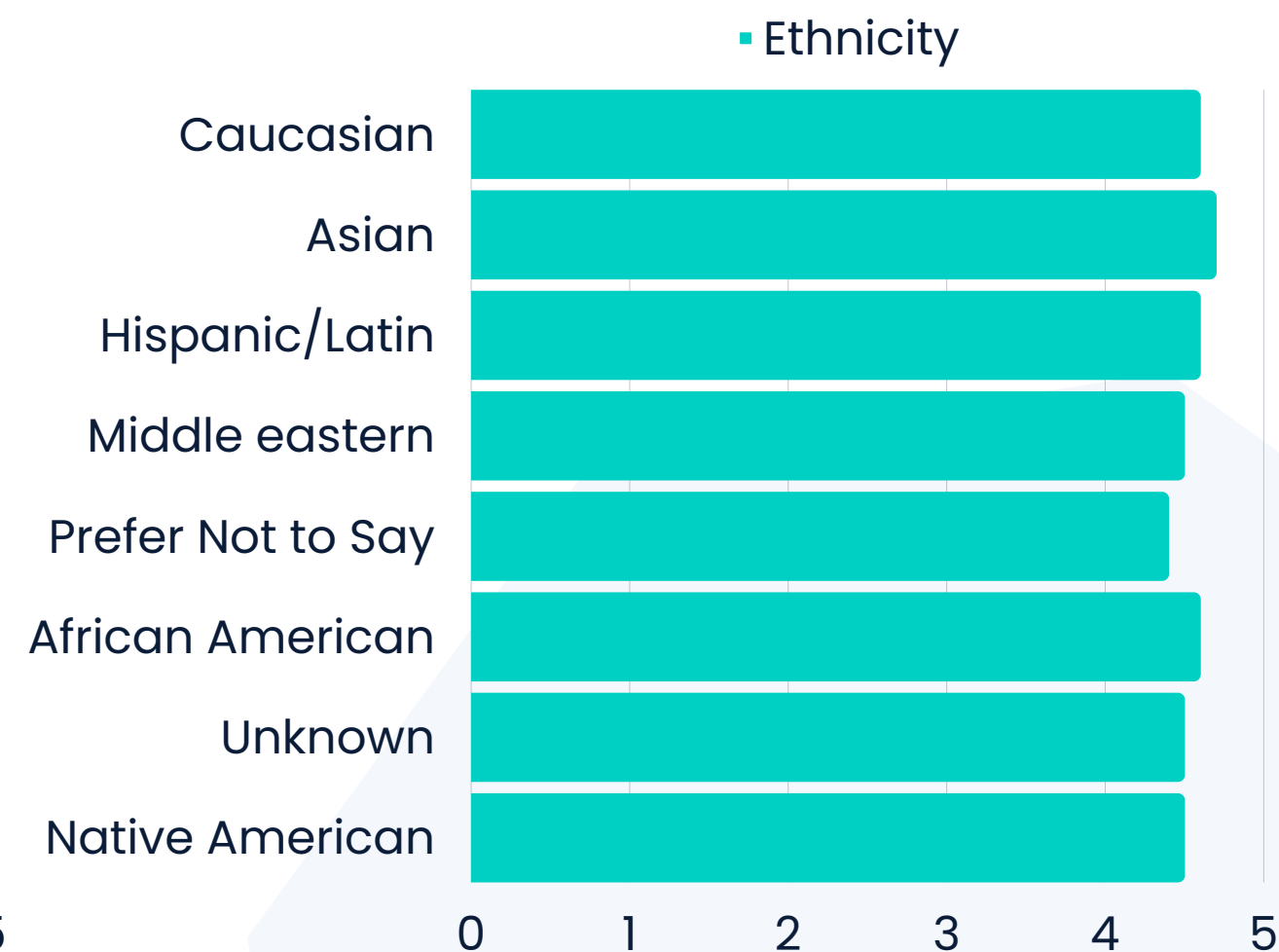
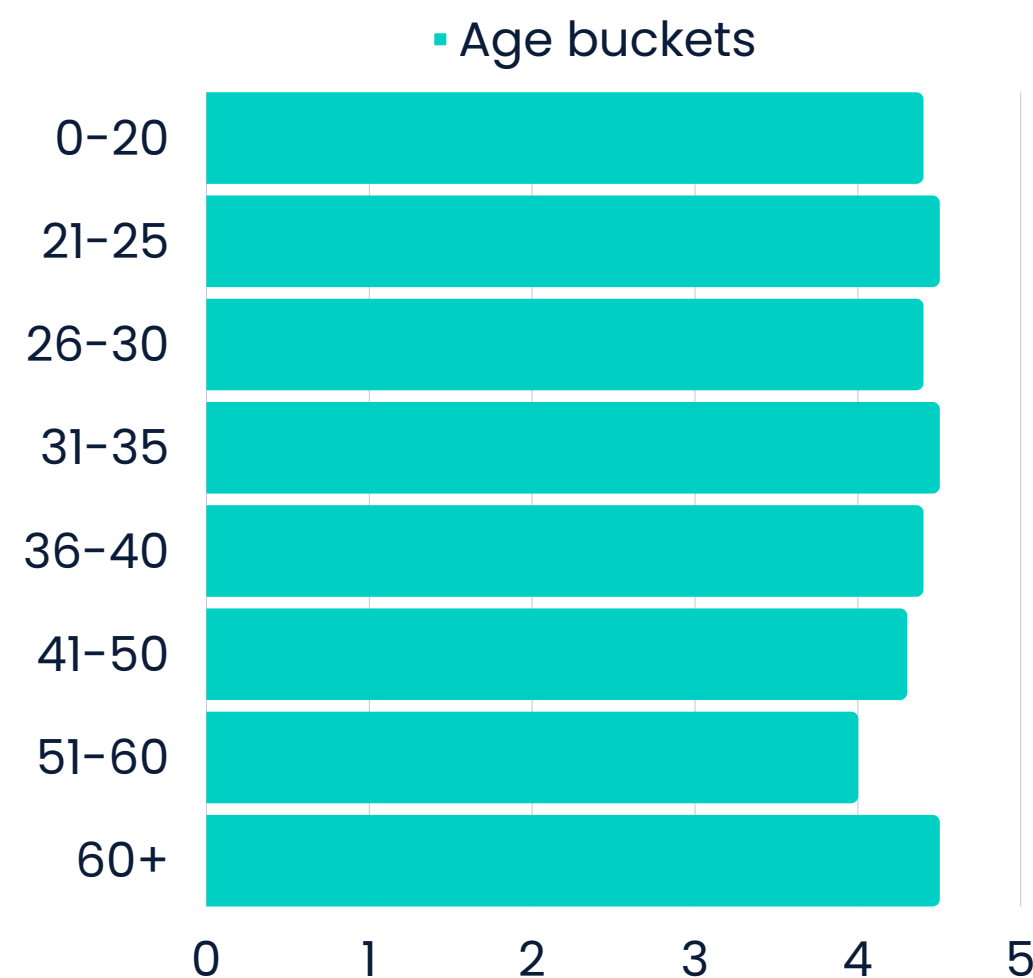
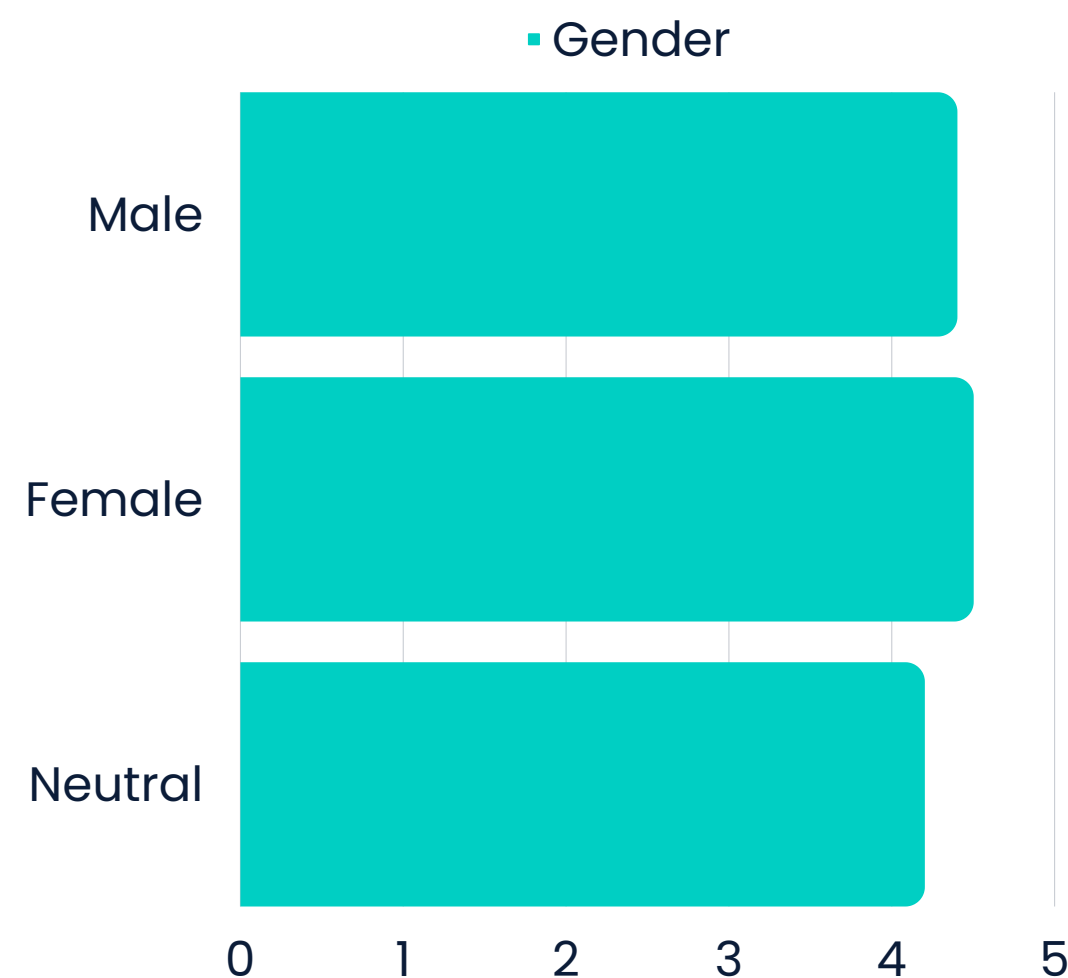
CX Rating per job group.

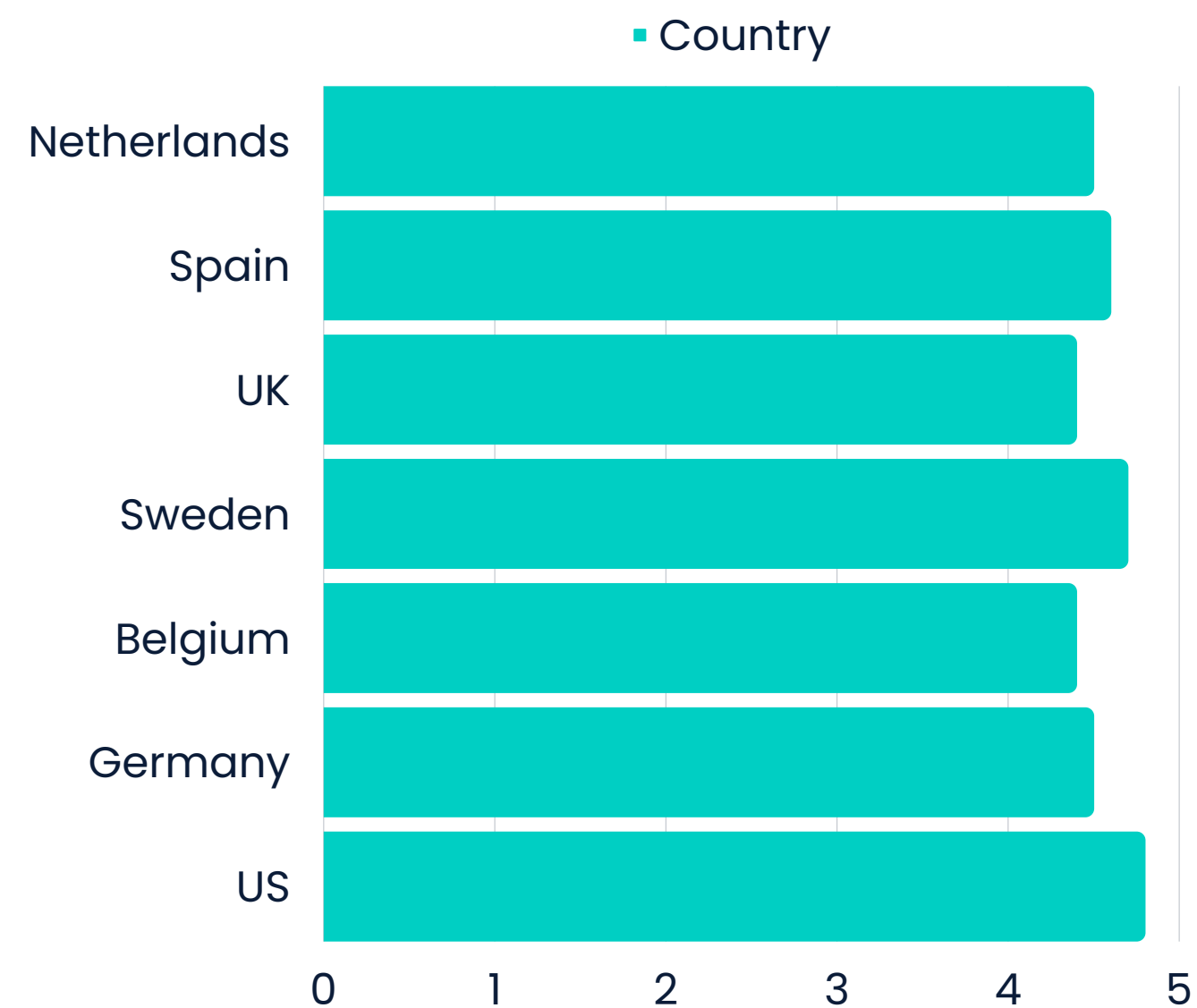
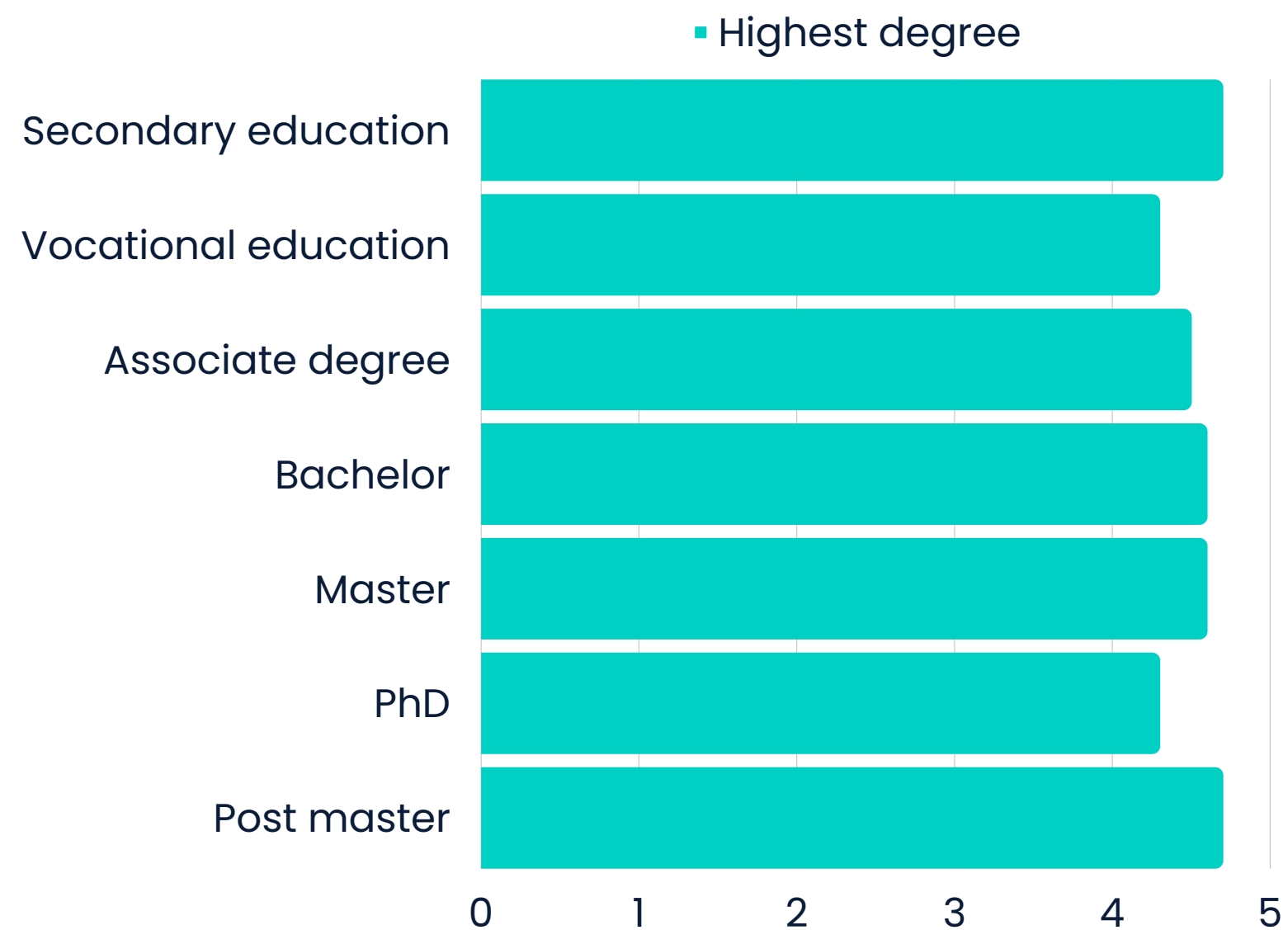
Candidates who applied for Product positions gave Equalture's gamified assessment the highest rating (4.7/5), followed by Support and Finance (4.6/5).



Demographic Breakdown*.

Based on gender, age buckets, ethnicity, educational level and countries.





For all different demographics you can see the ratings are quite evenly distributed.

*All demographic details are collected anonymously and are not being used by hiring companies

Discrimination study.

To learn more about our gamified application experience we surveyed people that completed our application process.

We surveyed the perceptive fairness of the assessment, and the comparison to a traditional application process.

Our goal?

We wanted to see whether candidates felt that our gamified process would make it feel more fair for them, compared to a 'normal' application procedure.

As our mission is to shape the world of unbiased hiring, these are absolutely crucial insights to gather.



Pilot study results.

Fairness perception.

Candidates indicate they view the application process as a Fair procedure reducing favouritism

Propriety of questions.

Candidates indicate the application process ask for information relevant to their application.

Why candidates prefer a gamified application process?

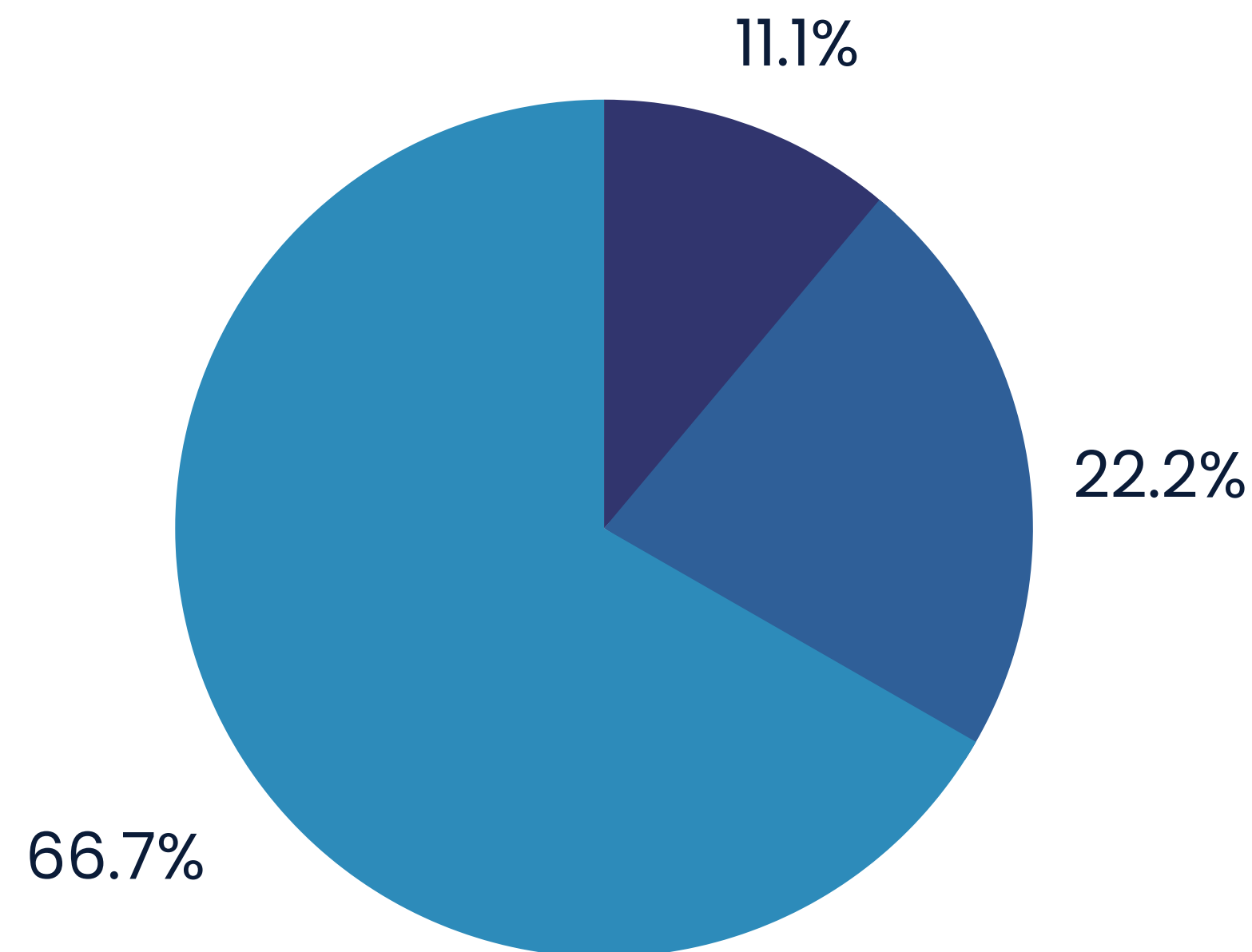
- The content of a gamified application process does not appear to be prejudiced.
- It does not come across as too personal or private.
- The use of this application process allow the fair screening of every applicant and gives the same opportunity to compete for jobs for everyone. Even if the candidate ends up not getting the job based on this selection method.
- Using the game results to determine a candidate suitability for a job reduces the favouritism that can sometimes be a problem when applicants are selected for jobs.

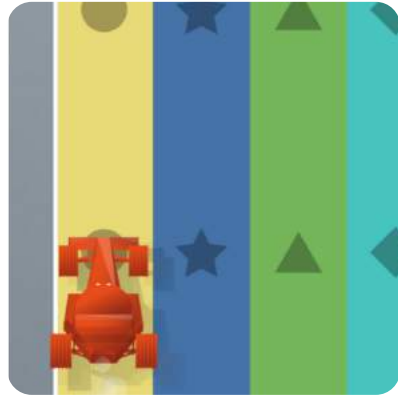


Candidate preference.

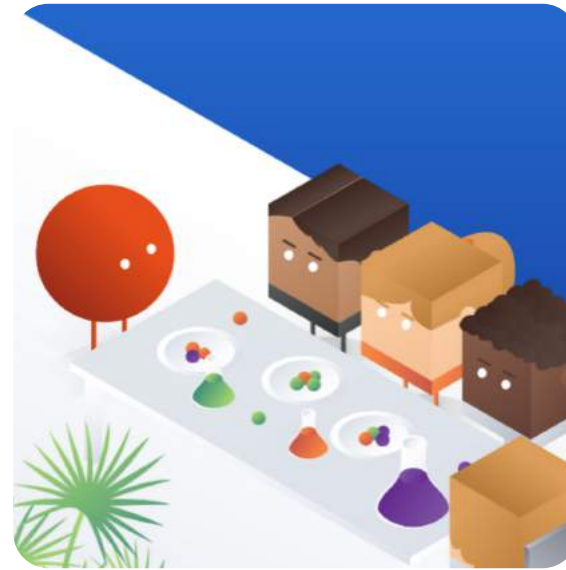
2 out of 3 candidates indicate they prefer a gamified application process.

- Gamified Application Process (e.g., Equalture's cognitive games)
- Traditional Application Process (e.g., with CV and motivation letter)
- I don't have a preference





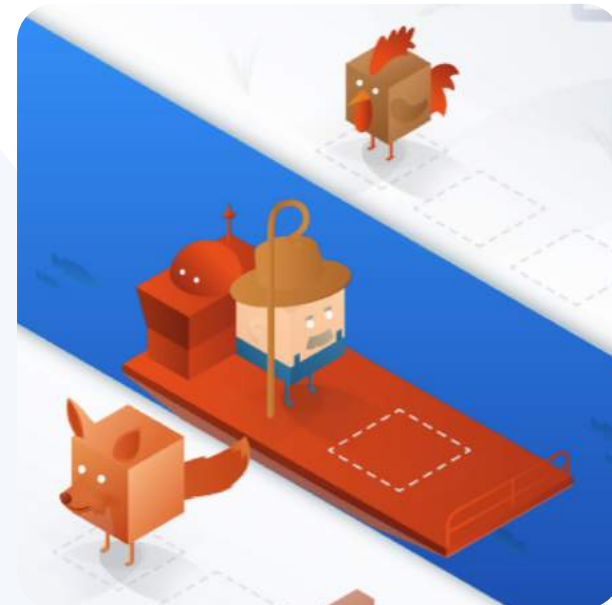
Racer



The Pitch



Bird Spotting



The Ferry

Want to see Equalture's gamified assessment in **action**?

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