



CX REPORT—
EQUALTURE'S GAMIFIED ASSESSMENTS

Candidate Experience (CX) Report

Q2 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 Q2 2022 CX of all candidates completing Equalture's games as part of their job application. Happy reading!



Cheers, Charlotte
Co-Founder & CEO at Equalture

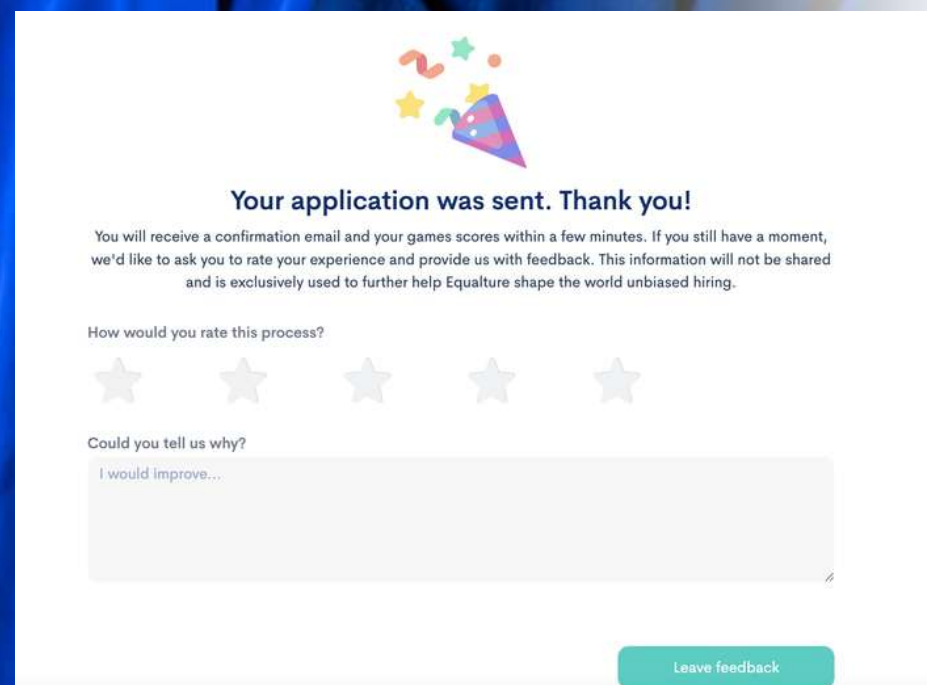
Equalture **CX** Rating.

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.




The screenshot shows a feedback form titled "Your application was sent. Thank you!". It includes a congratulatory message, a 5-star rating scale, and a text box for comments. A teal arrow points from the text "prevent candidates from leaving a socially desirable rating" to the rating stars.



Your application was sent. Thank you!

You will receive a confirmation email and your games scores within a few minutes. If you still have a moment, we'd like to ask you to rate your experience and provide us with feedback. This information will not be shared and is exclusively used to further help Equalture shape the world unbiased hiring.

How would you rate this process?



Could you tell us why?

I would improve...

[Leave feedback](#)

3368

Candidates left a rating.

Response rate.

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



59.3%

of all candidates left a rating.



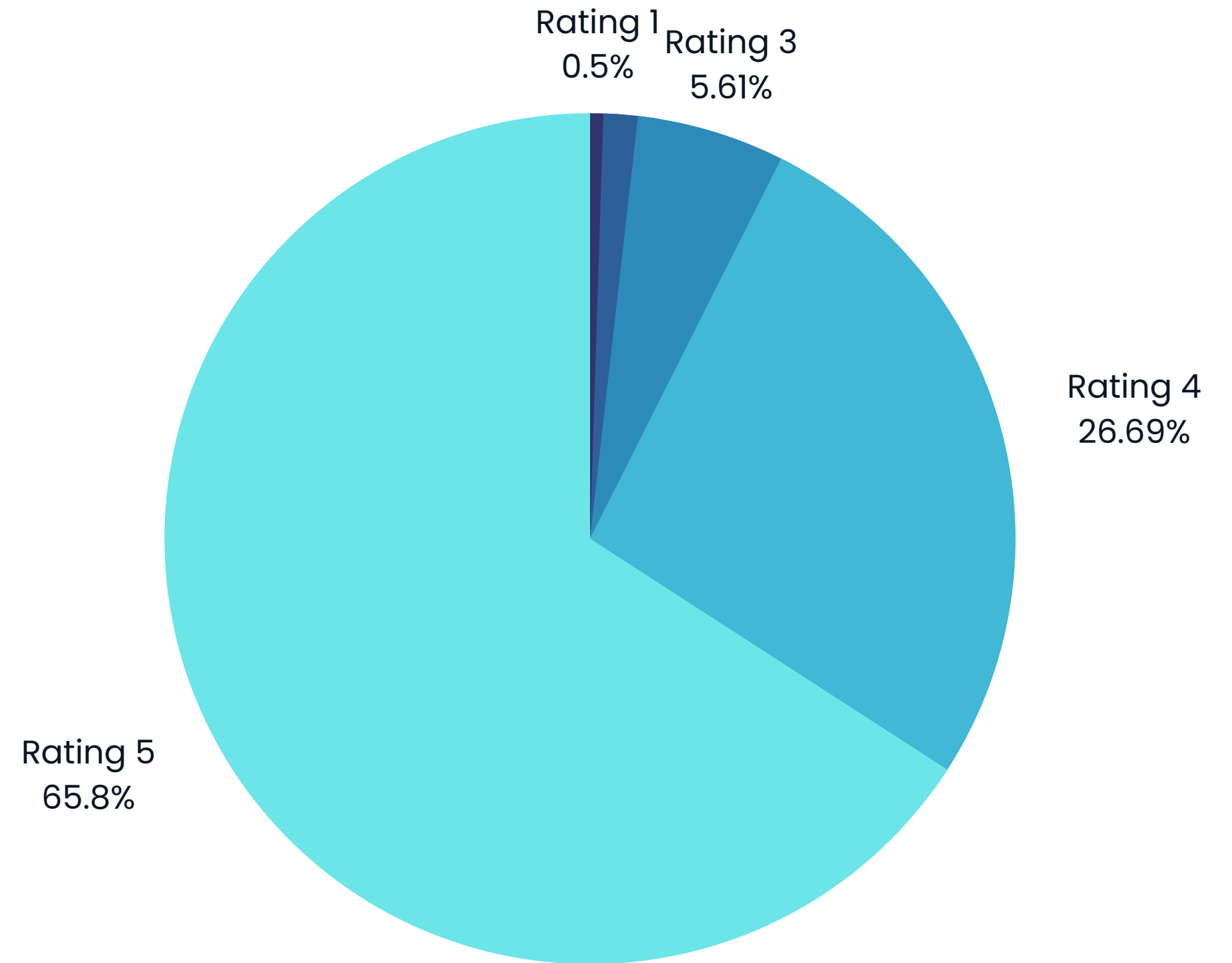
31.5%

of all candidates added a comment to their rating.

Average CX Rating

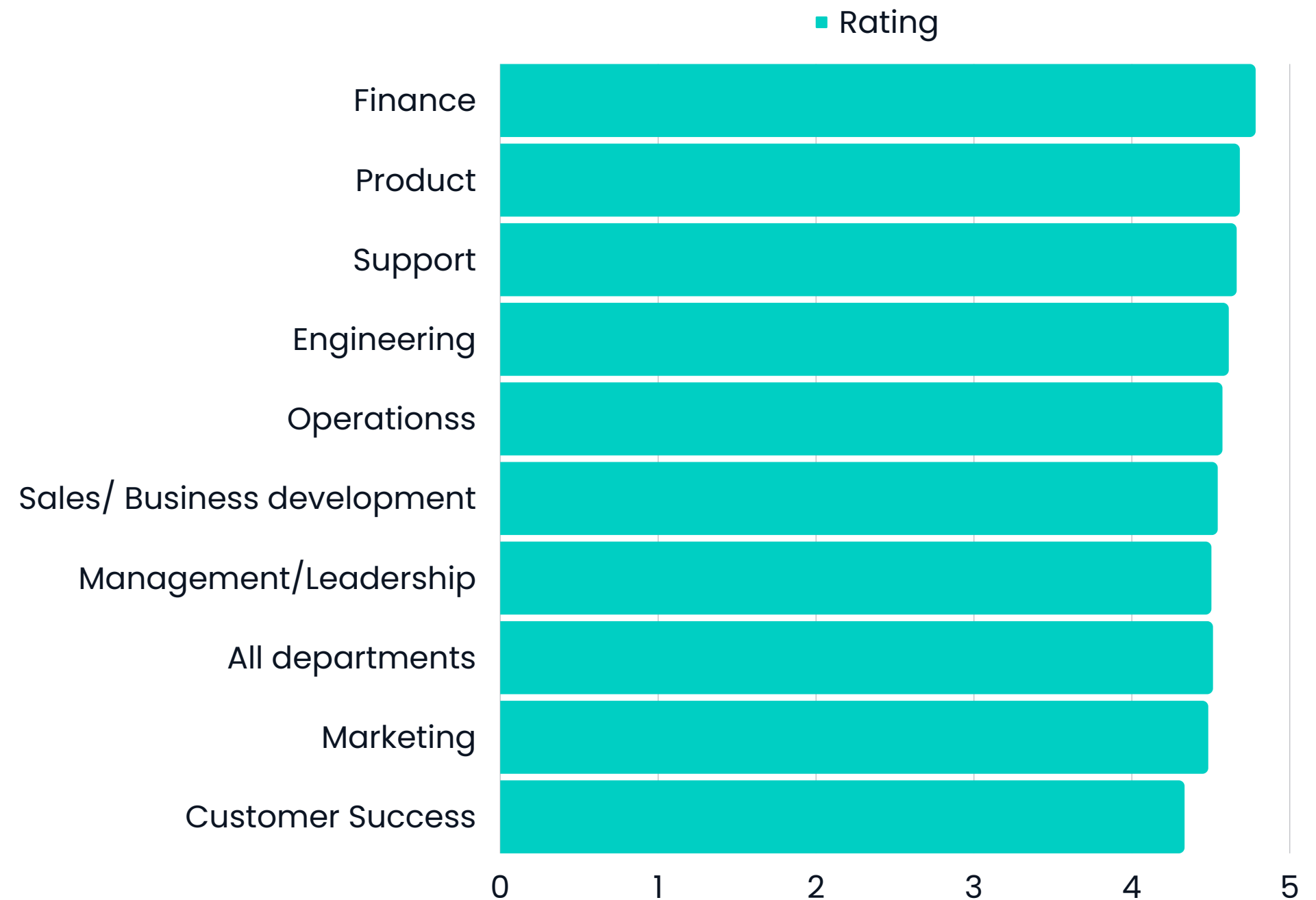
4.56/5

More than 65% rated Equalture's gamified assessments 5/5.



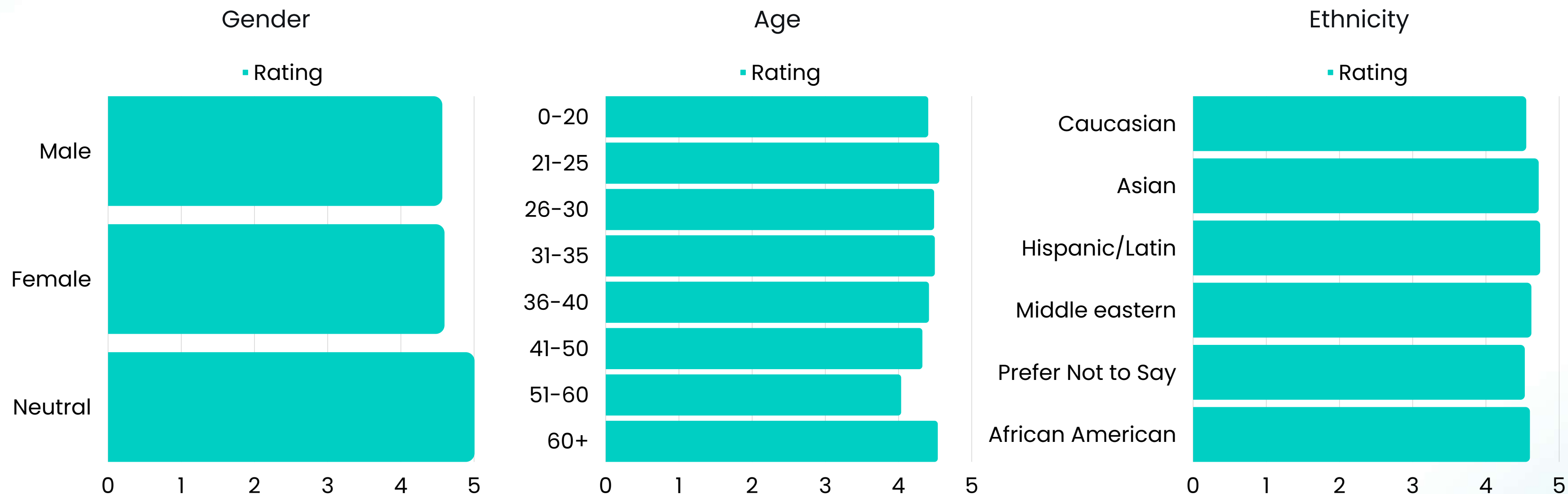
CX Rating per department.

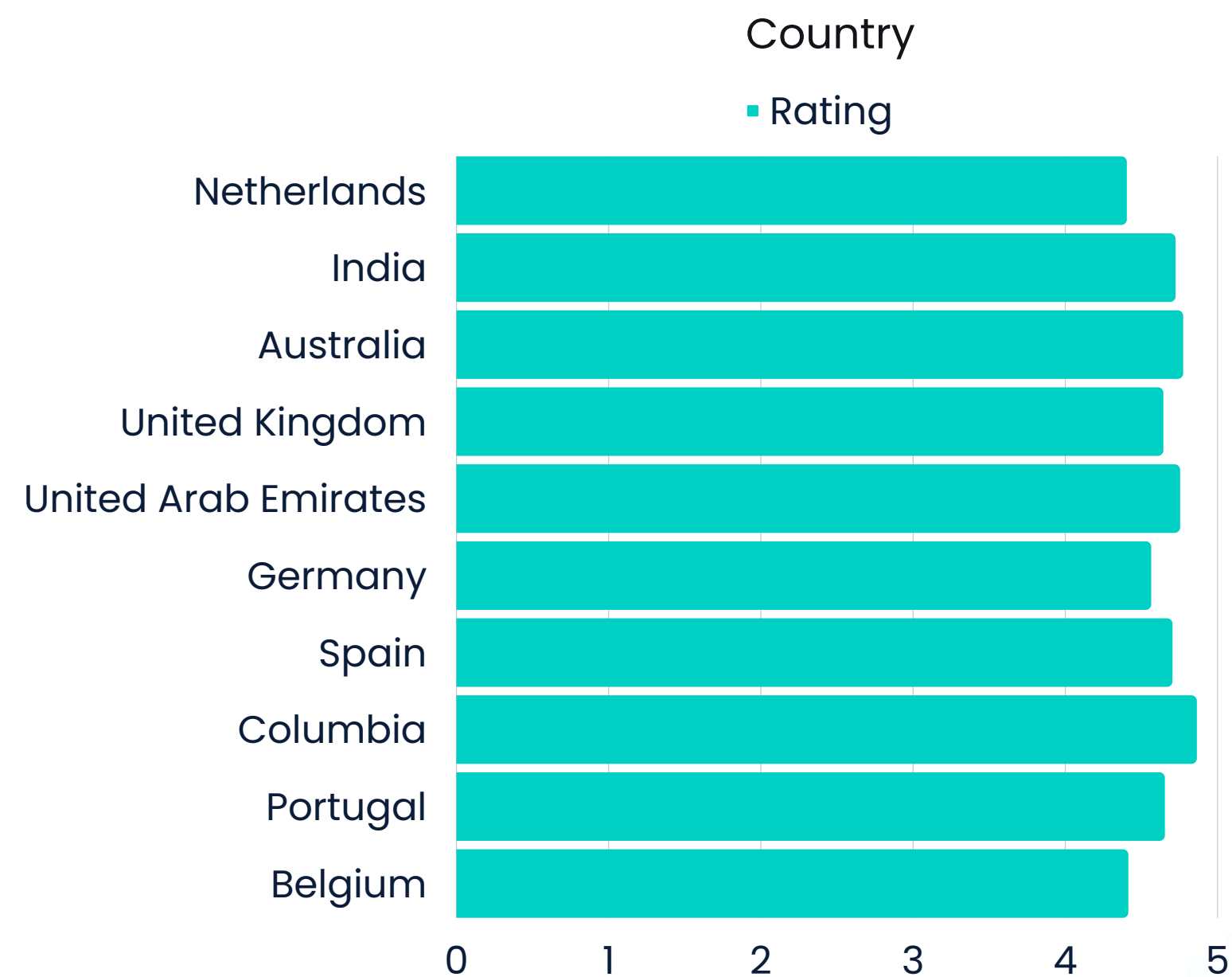
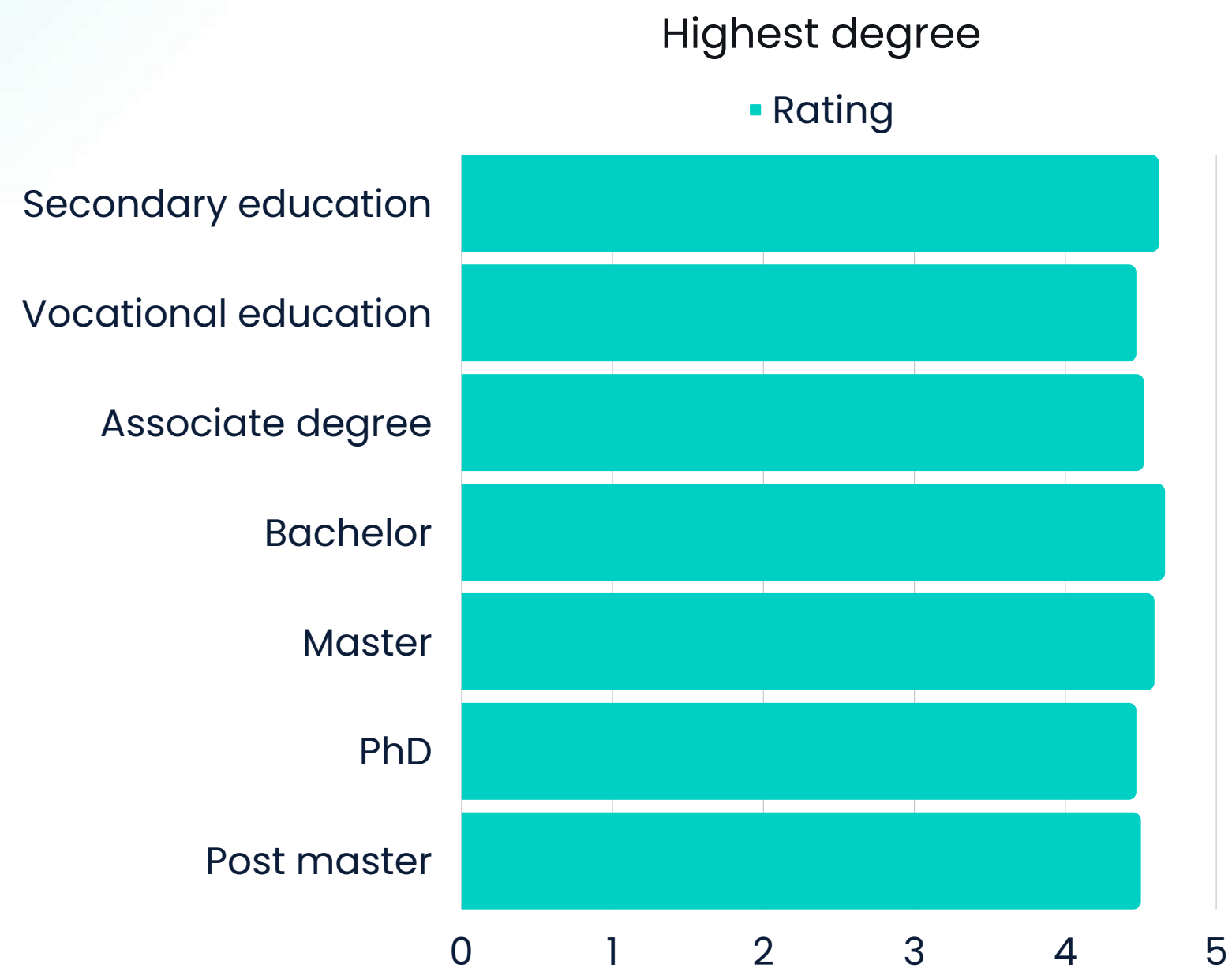
Candidates who applied for **Finance** positions gave Equalture's gamified assessment the highest rating (4.78/5), followed by **Product** (4.68/5) and **Support** (4.66/5).



Demographic Breakdown*.

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

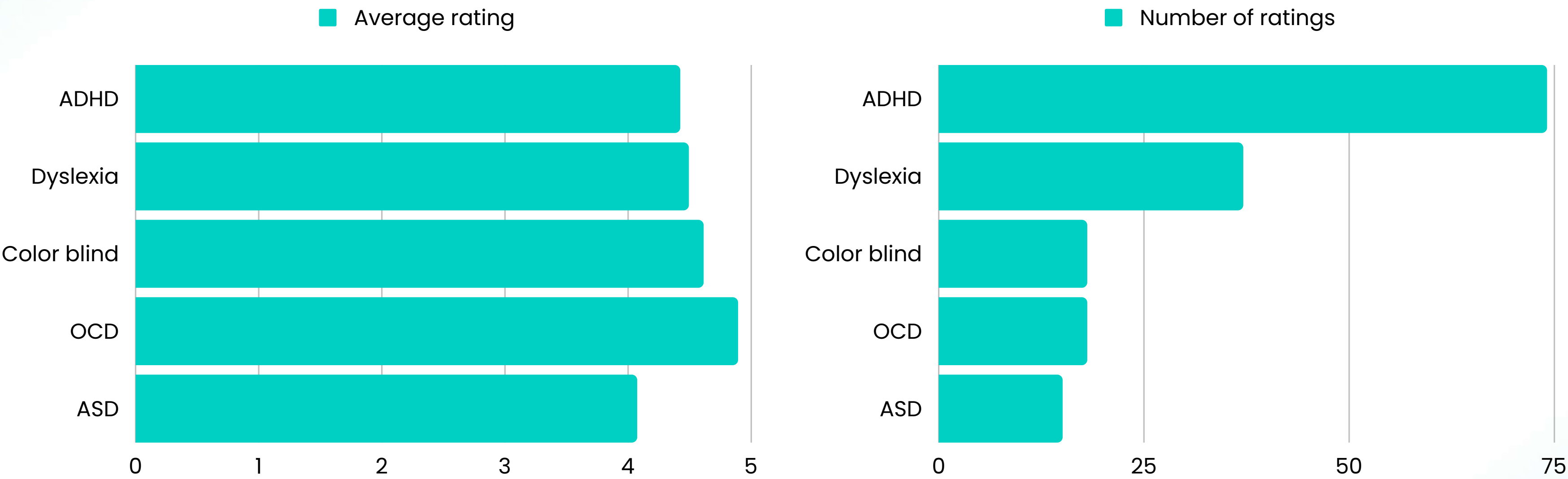




For all different demographics you can see the ratings are quite evenly distributed.

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

Breakdown by Neurological Diagnosis*.



*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.

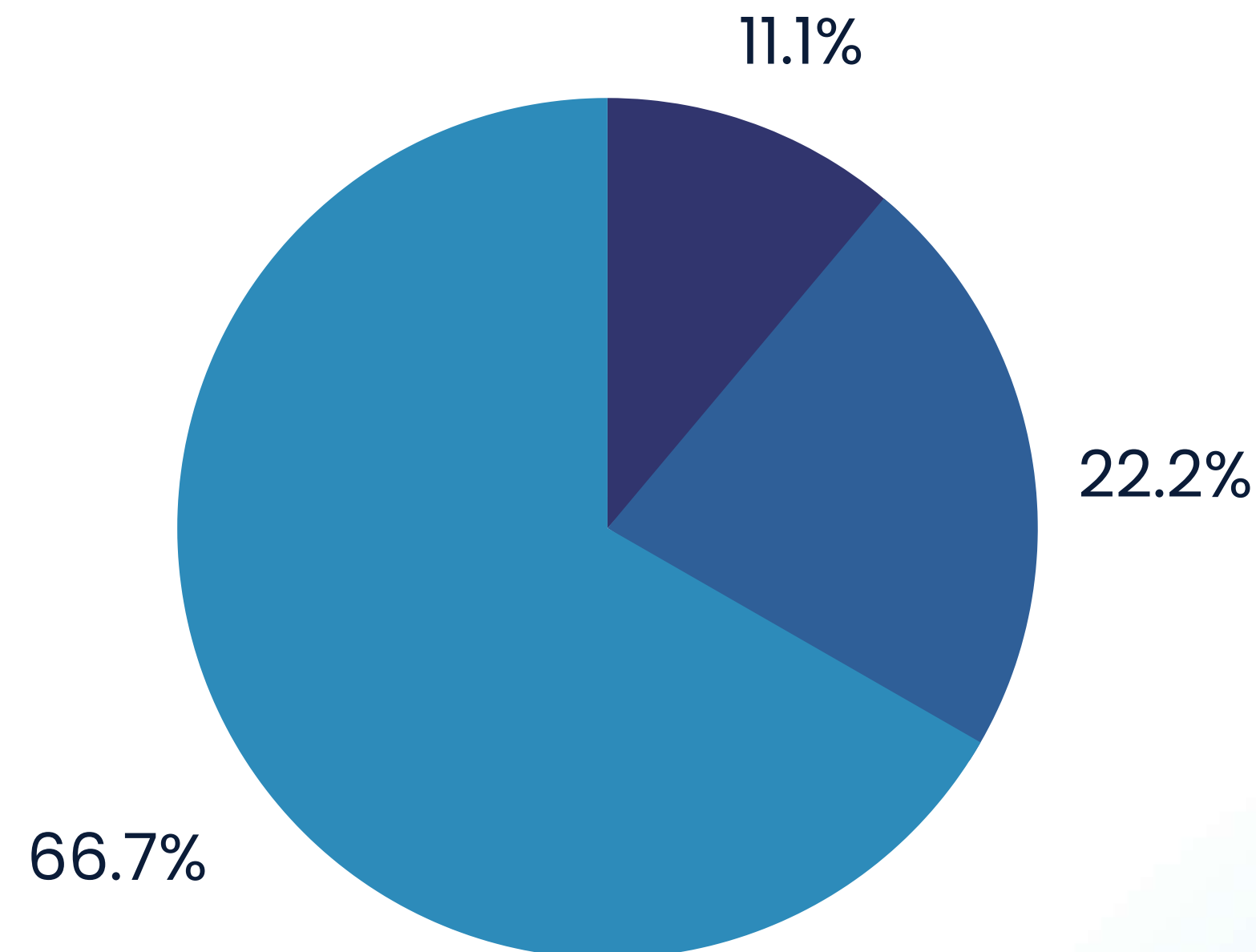
Use Case. Nexio Projects



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



Want to see Equalture's gamified assessment in action?

[Schedule a Demo with Us](#)

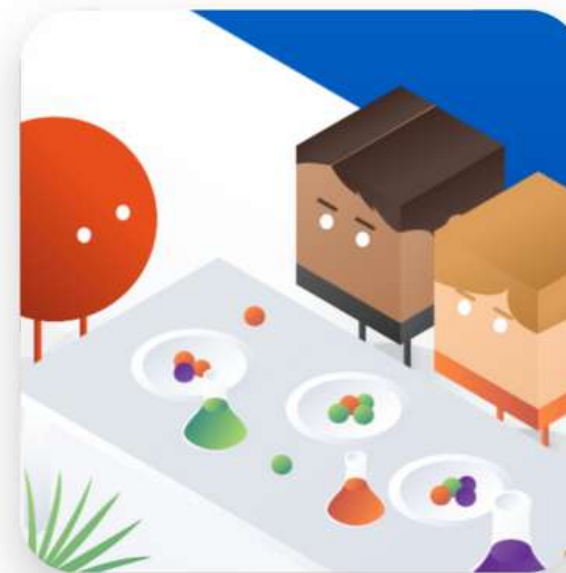
 **EQUALTURE**



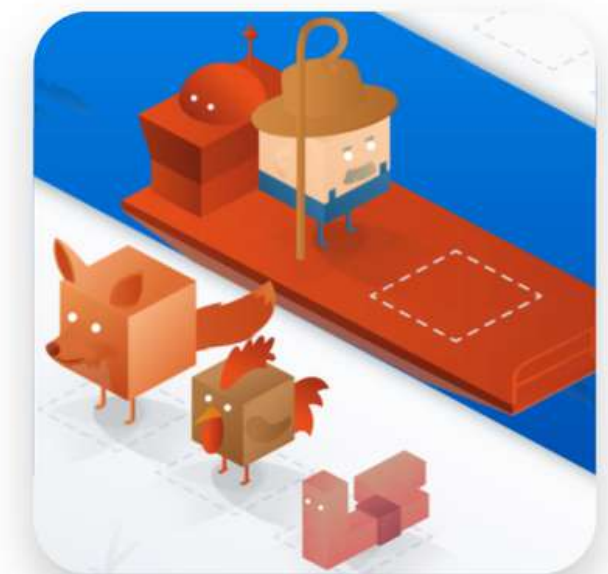
Bird Spotting



The Racer



The Pitch



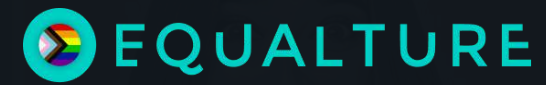
The Ferry



Shaping the world of unbiased hiring.



Through game-based assessments.



Equal Opportunity Hiring Certification Program.

Show your commitment and continue shaping the  of unbiased hiring with us!



[Find out more here!](#)