EQUALTURE

Candidate Experience & Inclusion Report

2022

Table of Contents

EQUALTURE

I. Introduction

"Candidate Experience is one of the reasons 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 of our time working every week. Which makes applying for a job oftentimes a stressful experience.

I've never heard one of my friends say: "I 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 equally 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 Candidate Experience of all candidates that completed Equalture's games as part of their job application in Q4 of 2022.

Cheers, Charlotte
Co-Founder & CEO at Equalture

3

EQUALTURE

II. How it Works

Equalture **CX** Rating.

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

Additionally, candidates can leave comments with their ratings.

It is emphasised that this feedback will be collected anonymously, to prevent candidates from leaving a socially desirable rating.
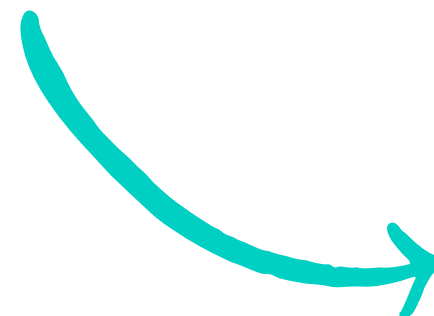
Your application was sent. Thank you!
You will receive a confirmation email and your games scores within a few minutes. If you still have a moment, we'd like to ask you to rate your experience and provide us with feedback. This information will not be shared withh the company you are applying to and will be exclusively used to help us as Equalture in our mission to shape the world unbiased hiring.

How would you rate this process?

★ ★ ★ ★ ★

Could you tell us why?

Type your answer here...

Save

III. Number of Results & Comments

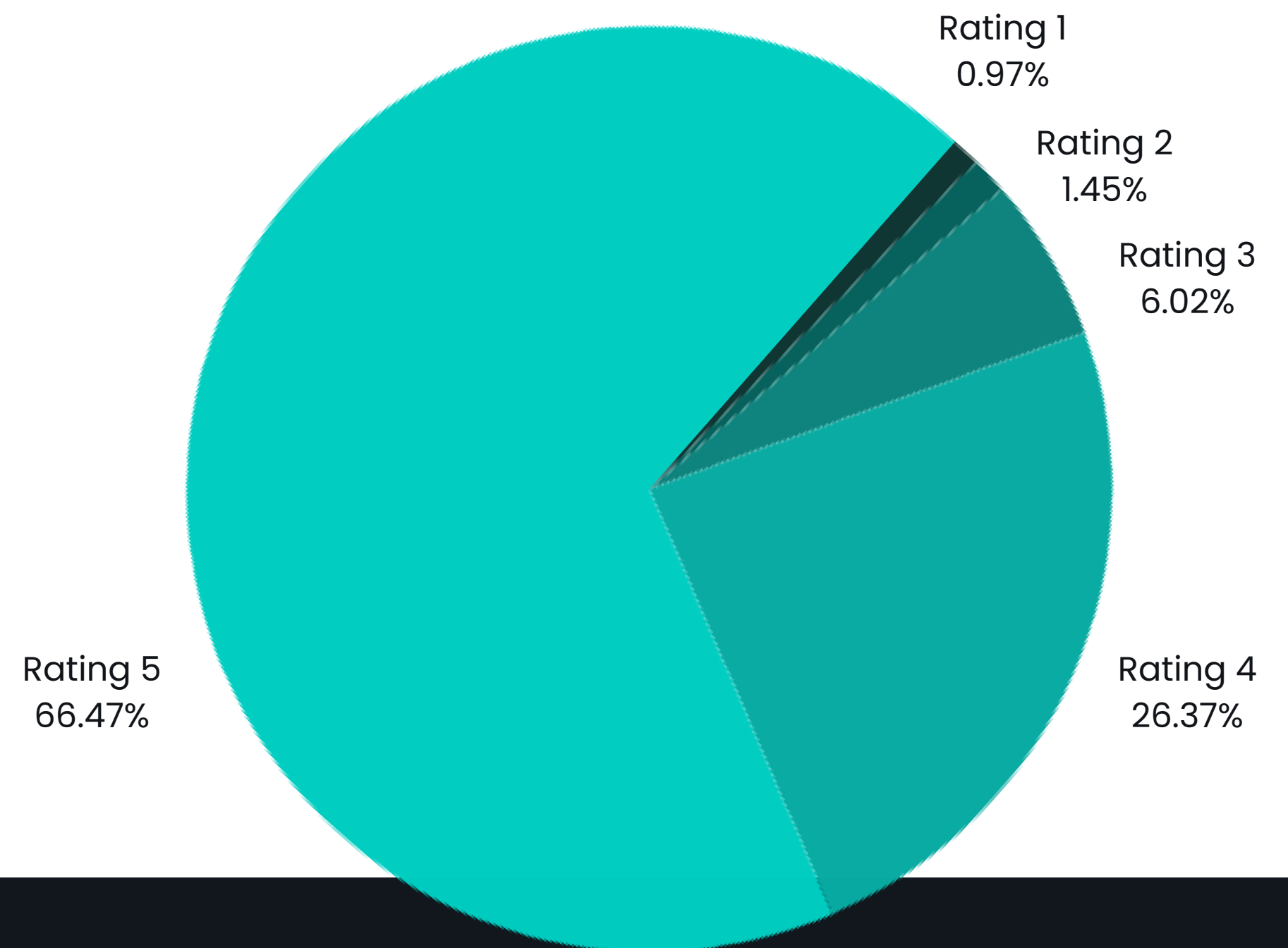# In 2022...

15,805

candidates left
a rating.

7,905

candidates left
a comment.

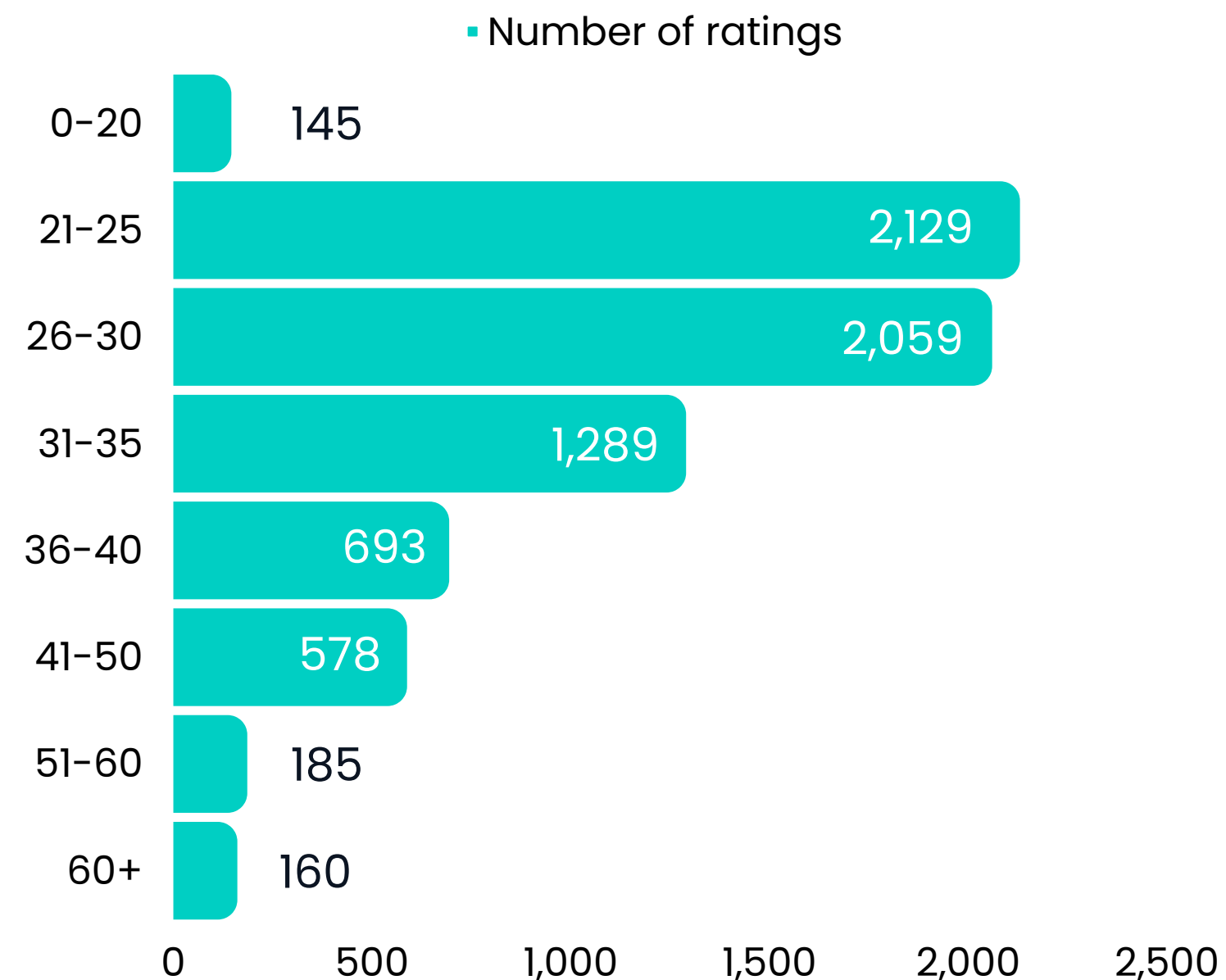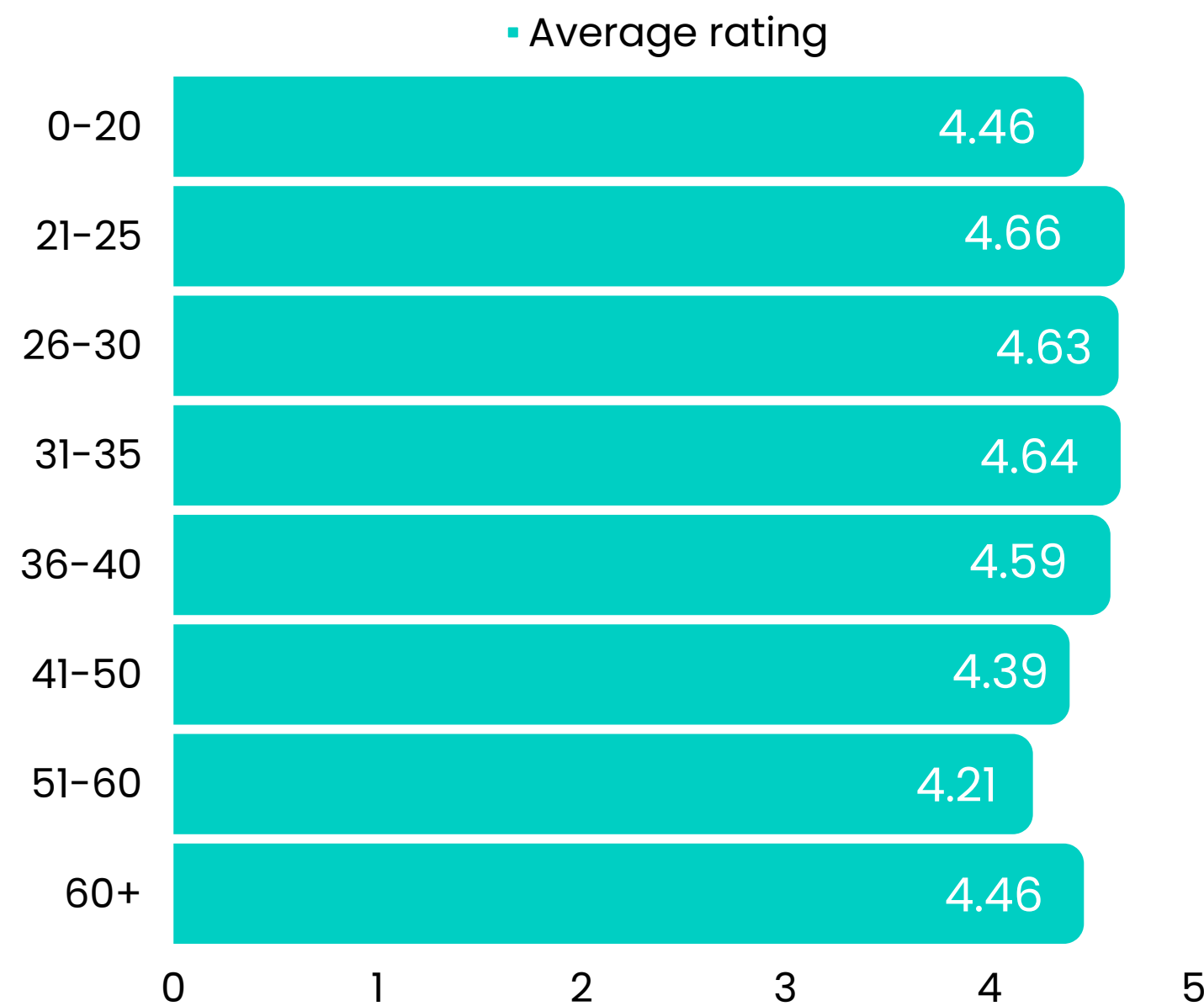IV. Results

Total Average CX Rating

4.53/5

More than 66% rated Equalture's gamified assessments 5/5.

Rating 1
0.97%

Rating 2
1.45%

Rating 3
6.02%

Rating 4
26.37%

Rating 5
66.47%

IV. Results

Gender breakdown.*
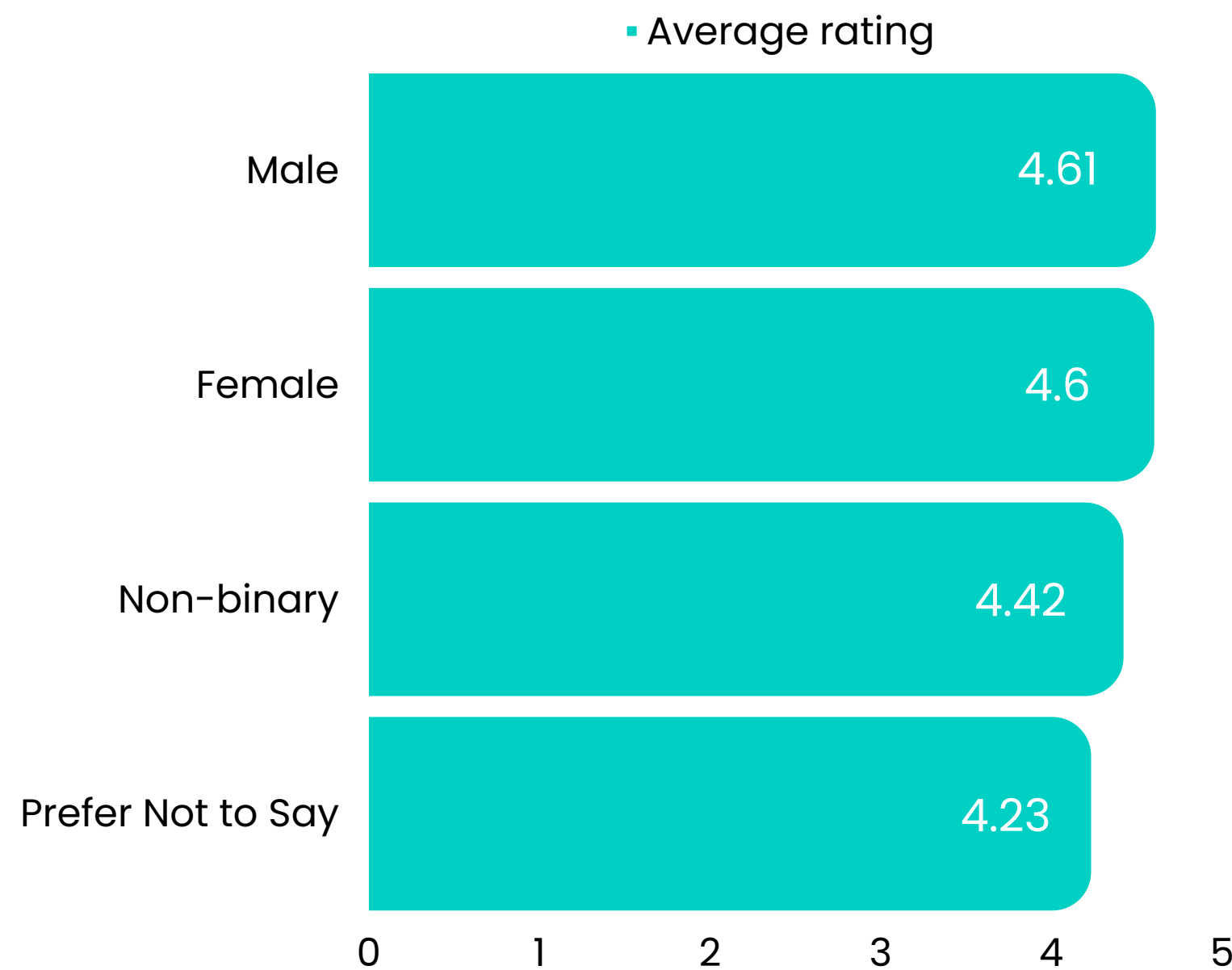
▪ Average rating

Male	4.61
Female	4.6
Non-binary	4.42
Prefer Not to Say	4.23

0   1   2   3   4   5

▪ Number of ratings

Male	4,207
Female	2,958
Non-binary	38
Prefer Not to Say	35

0   1,000   2,000   3,000   4,000   5,000
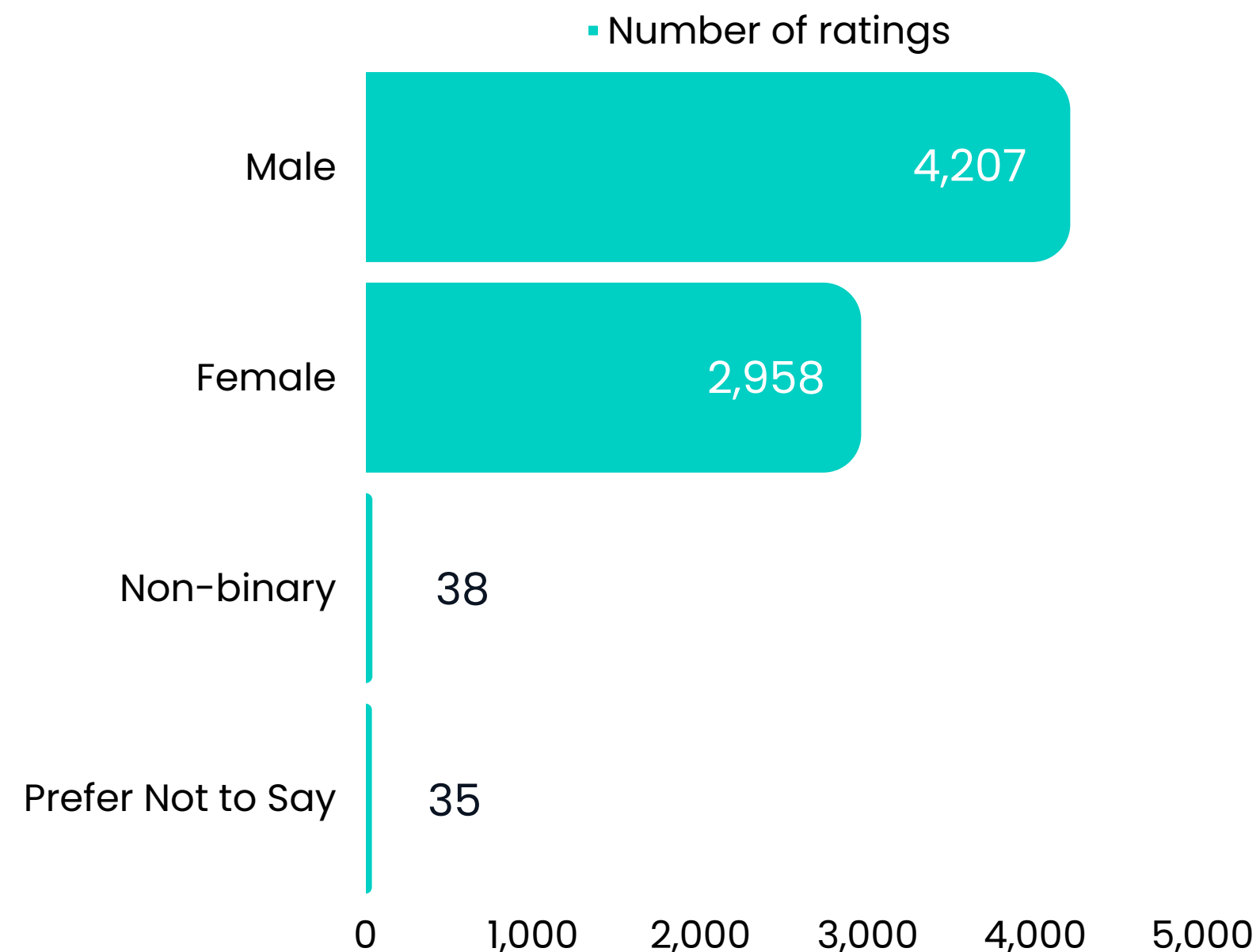
*All demographic details are collected anonymously and are not being used by hiring companies

IV. Results

Ethnicity breakdown.*

Average Rating

Ethnicity	Average Rating
Caucasian	4.54
Asian	4.72
Hispanic/Latinx	4.67
Black/African American	4.62
Middle Eastern	4.59
Prefer Not to Say	4.52
Unknown	4.45
Native American	4.13

Number of ratings

Ethnicity	Number of ratings
Caucasian	2,935
Asian	1,941
Hispanic/Latinx	640
Black/African American	490
Middle Eastern	459
Prefer Not to Say	447
Unknown	311
Native American	15

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

IV. Results

Neurodevelopmental disorder breakdown.*

■ Average rating   ■ Number of Ratings

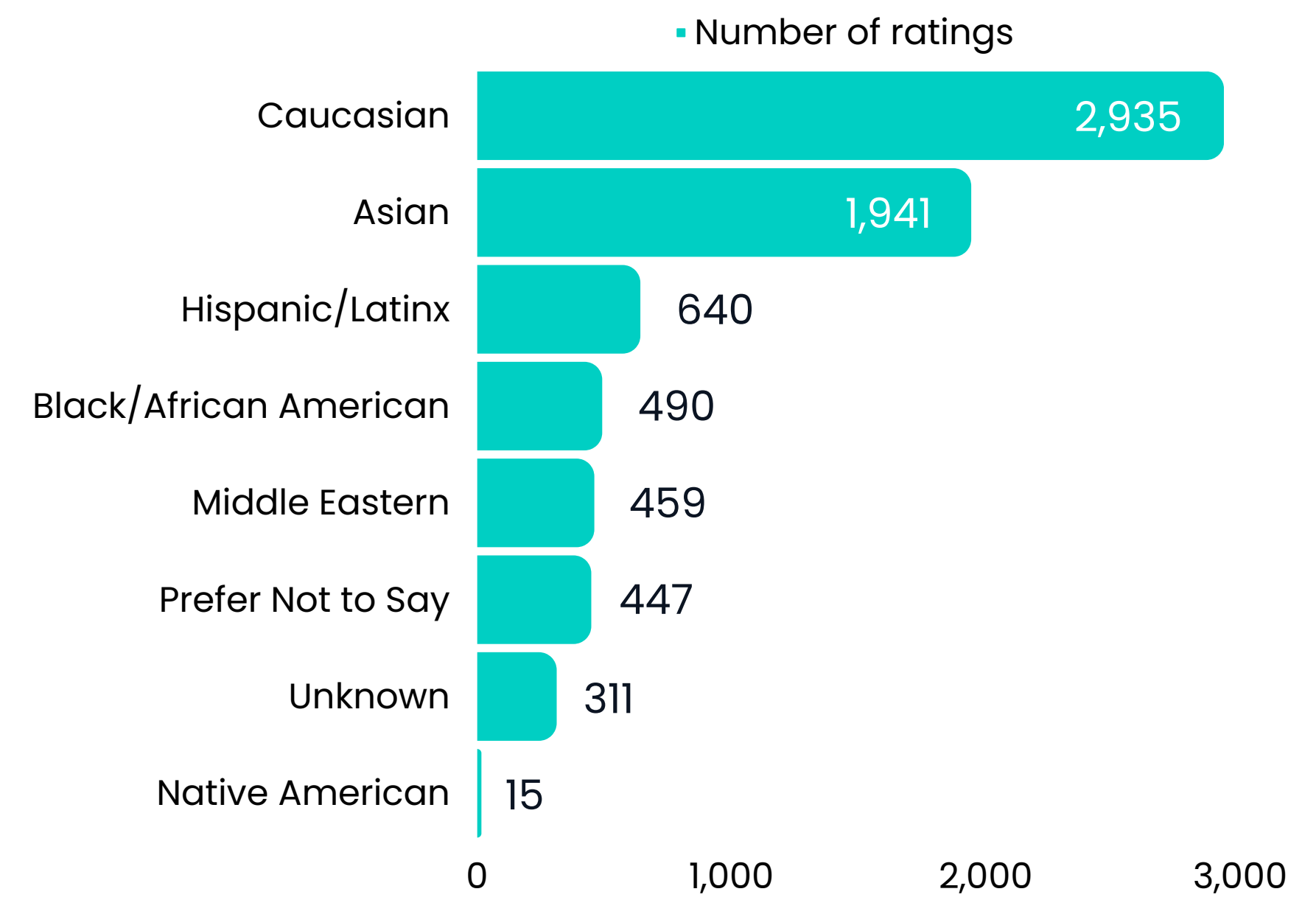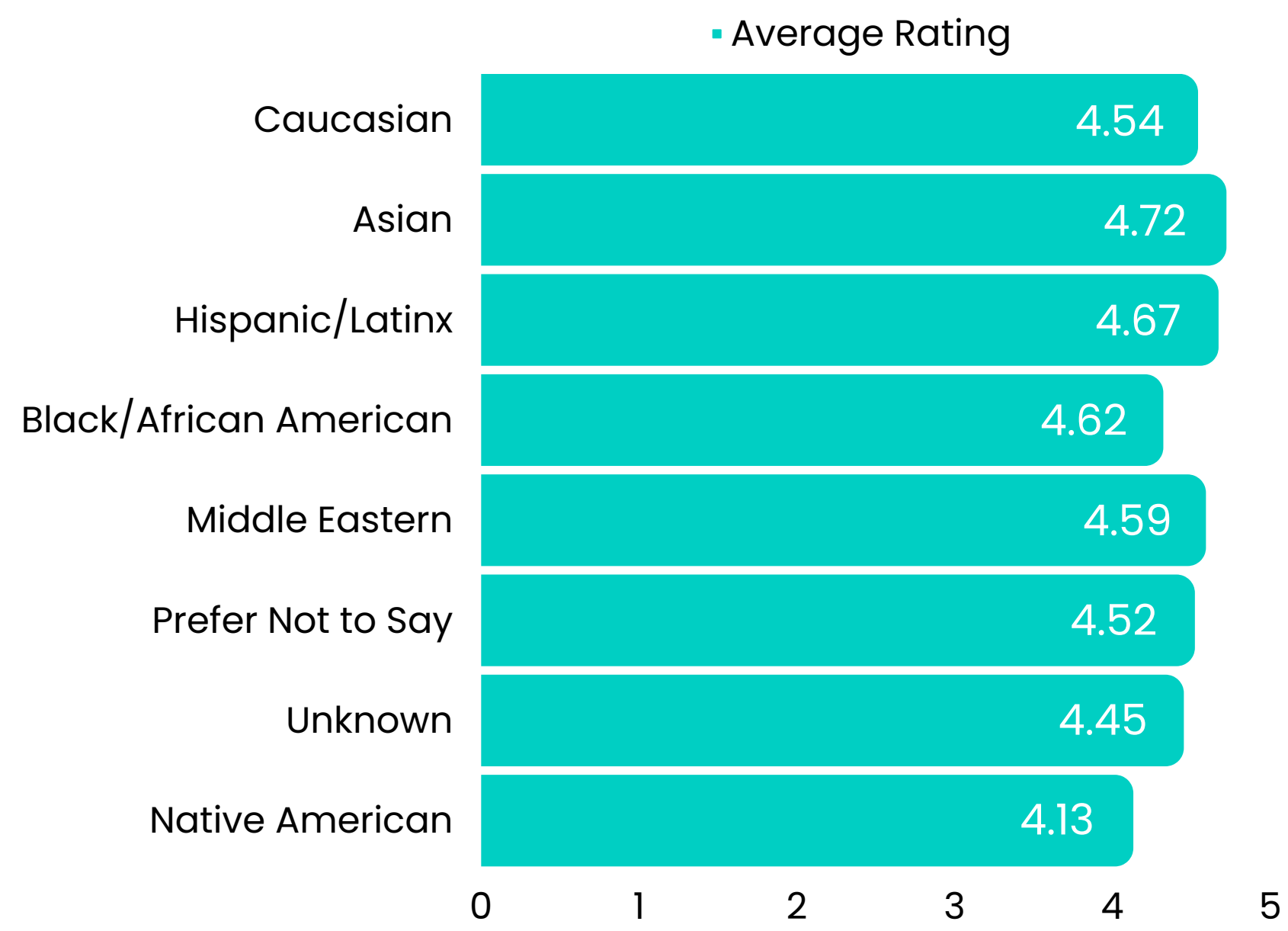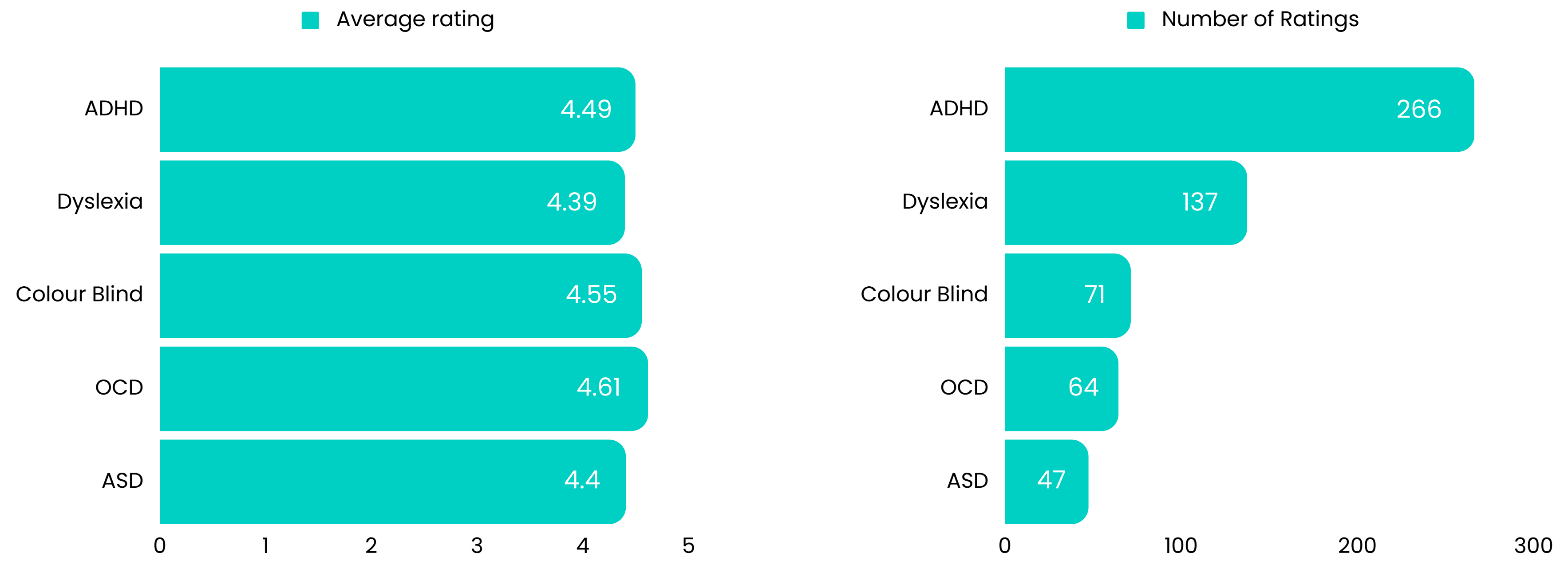| Disorder	Average rating	Number of Ratings
ADHD	4.49	266
Dyslexia	4.39	137
Colour Blind	4.55	71
OCD	4.61	64
ASD	4.4	47

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

IV. Results

Country breakdown.*
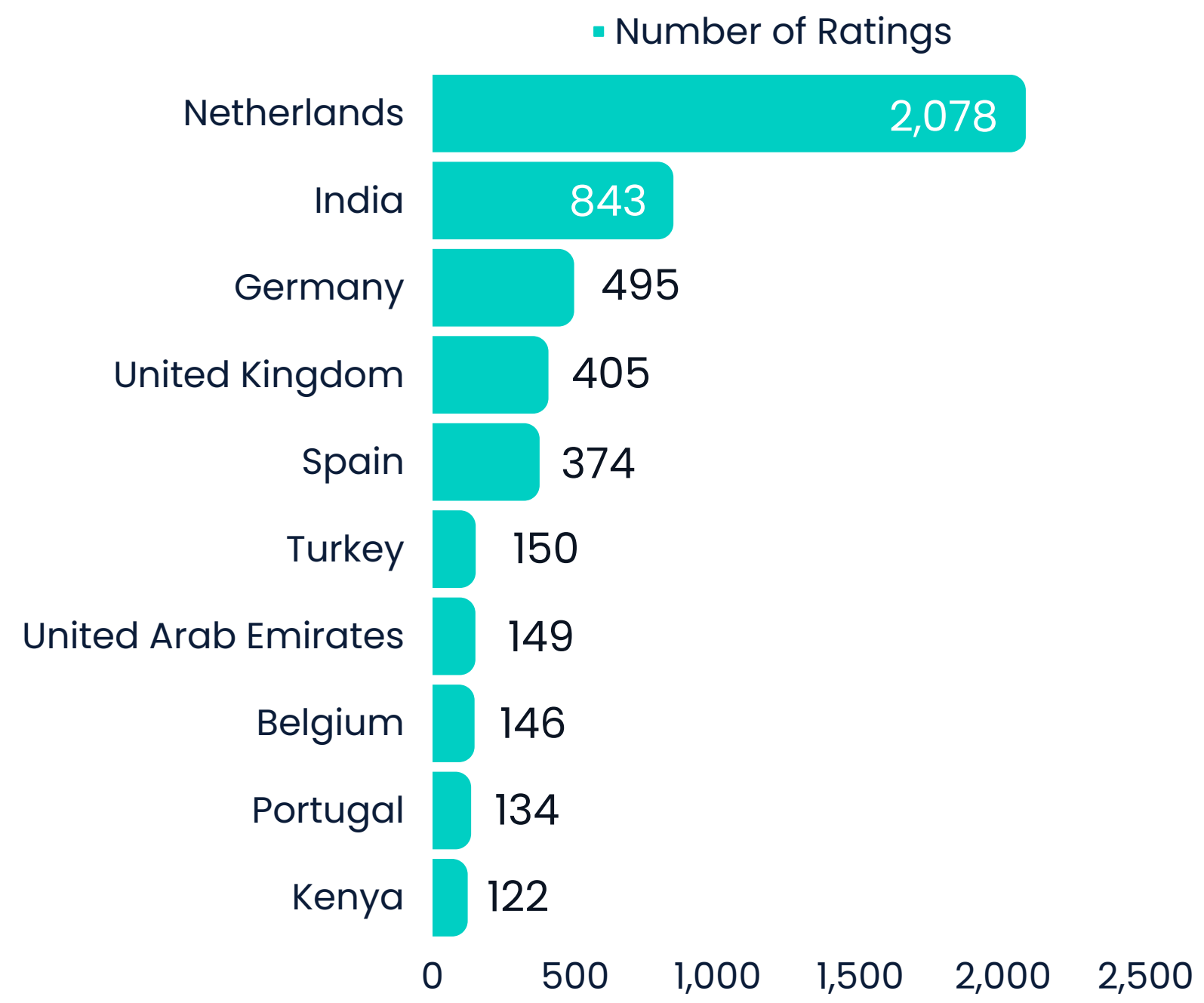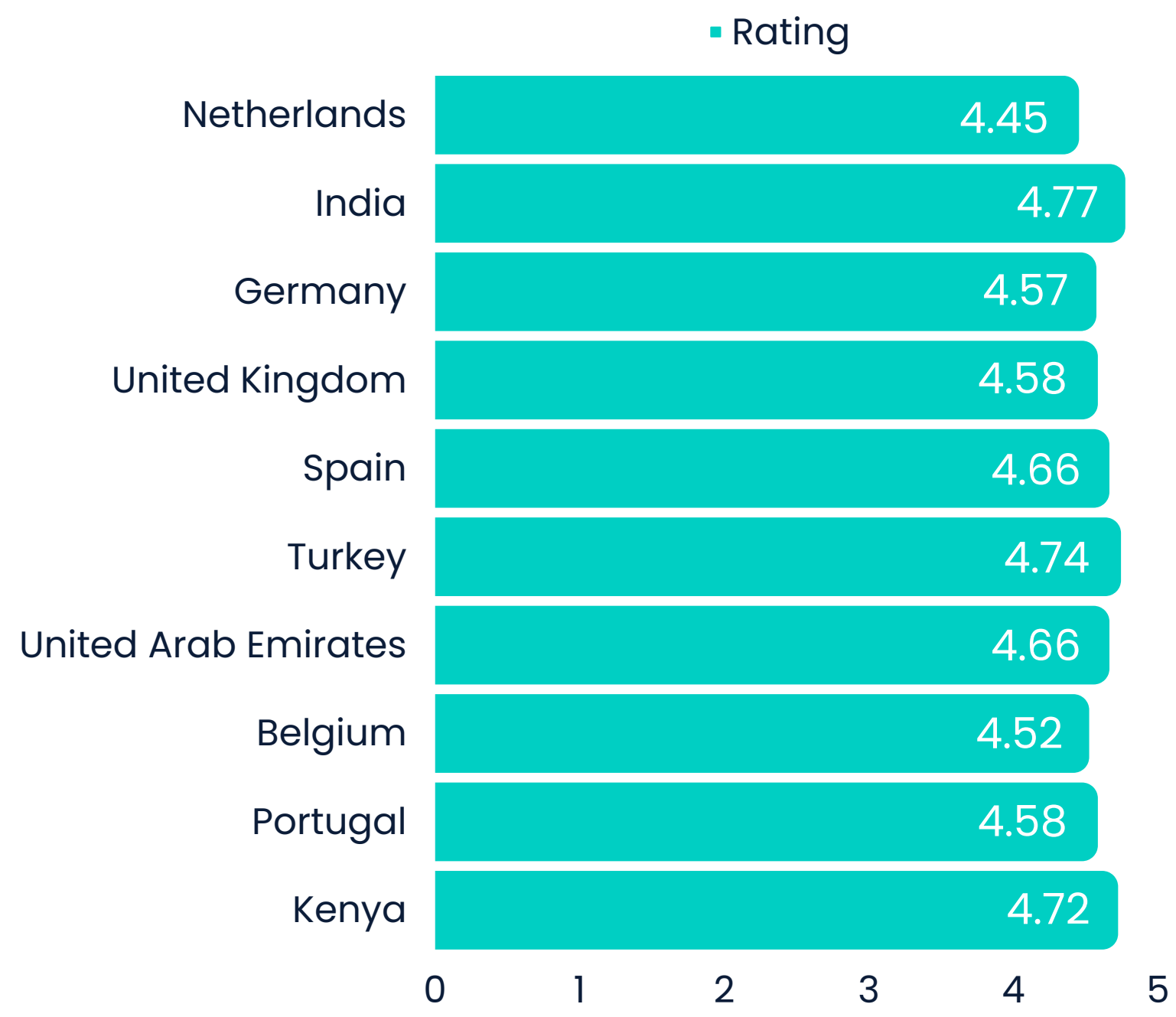
Rating

Country	Rating
Netherlands	4.45
India	4.77
Germany	4.57
United Kingdom	4.58
Spain	4.66
Turkey	4.74
United Arab Emirates	4.66
Belgium	4.52
Portugal	4.58
Kenya	4.72

Number of Ratings

Country	Number of Ratings
Netherlands	2,078
India	843
Germany	495
United Kingdom	405
Spain	374
Turkey	150
United Arab Emirates	149
Belgium	146
Portugal	134
Kenya	122

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

IV. Results

Job group breakdown.*

■ Rating
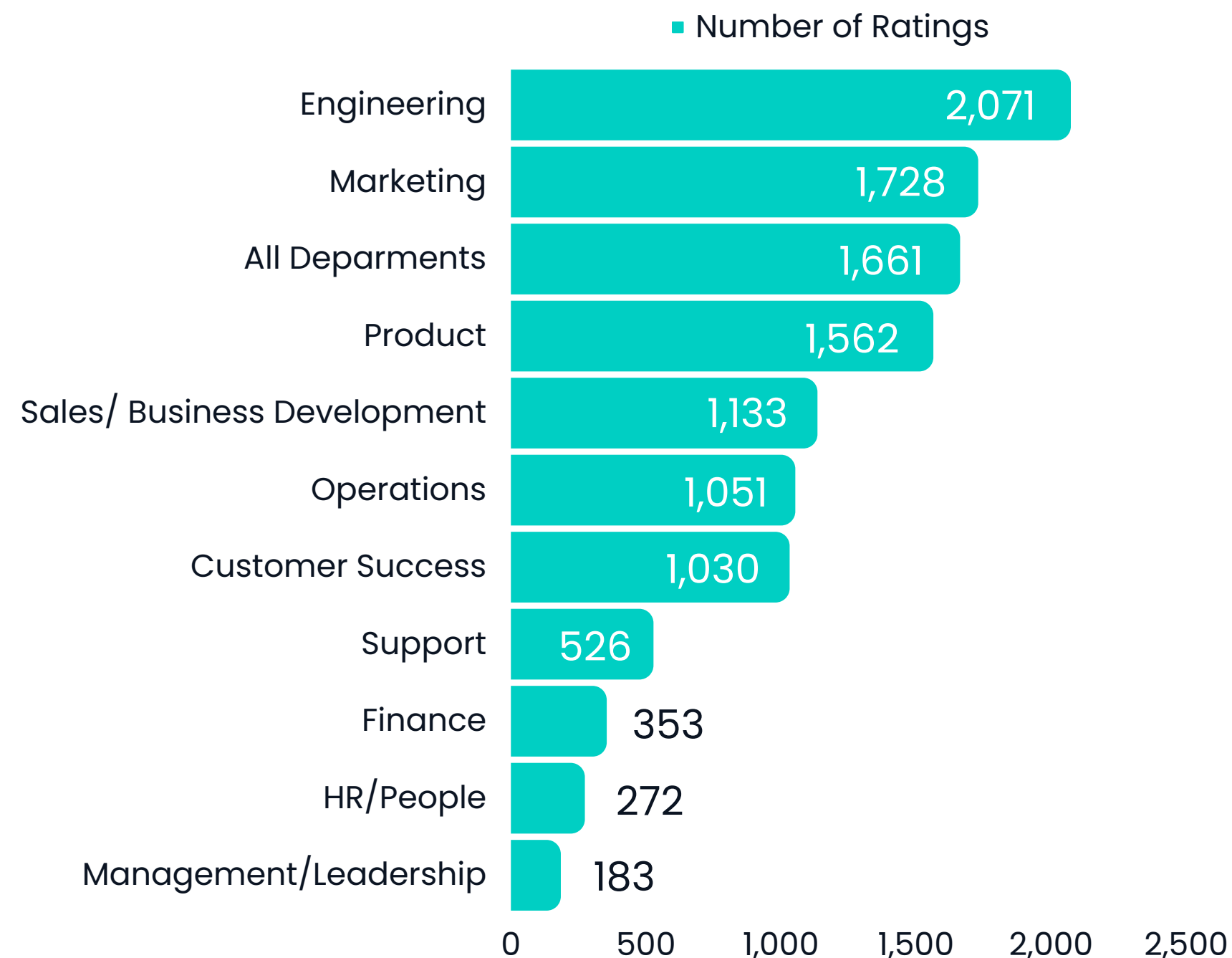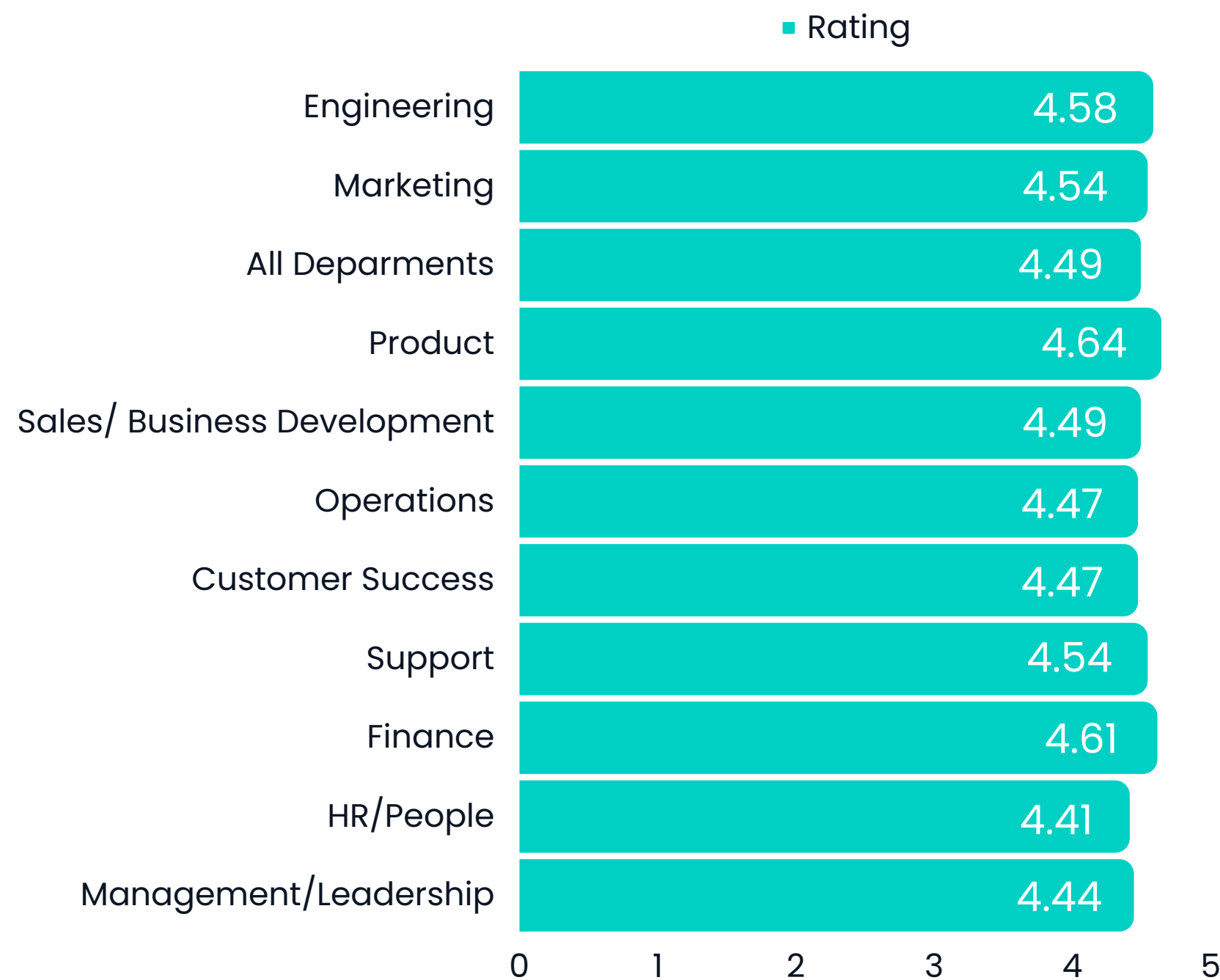
Job Group	Rating
Engineering	4.58
Marketing	4.54
All Deparments	4.49
Product	4.64
Sales/ Business Development	4.49
Operations	4.47
Customer Success	4.47
Support	4.54
Finance	4.61
HR/People	4.41
Management/Leadership	4.44

■ Number of Ratings

| Job Group	Number of Ratings
Engineering	2,071
Marketing	1,728
All Deparments	1,661
Product	1,562
Sales/ Business Development	1,133
Operations	1,051
Customer Success	1,030
Support	526
Finance	353
HR/People	272
Management/Leadership	183

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IV. Candidate Preference

6/10 people prefer gamified application procedures.

Which application process they prefer?

- Gamified Application Process (e.g., Equalture's cognitive games)

- I don't have a preference

- Traditional Application Process (e.g., with CV and motivation letter)

22.6%

14%

63.4%
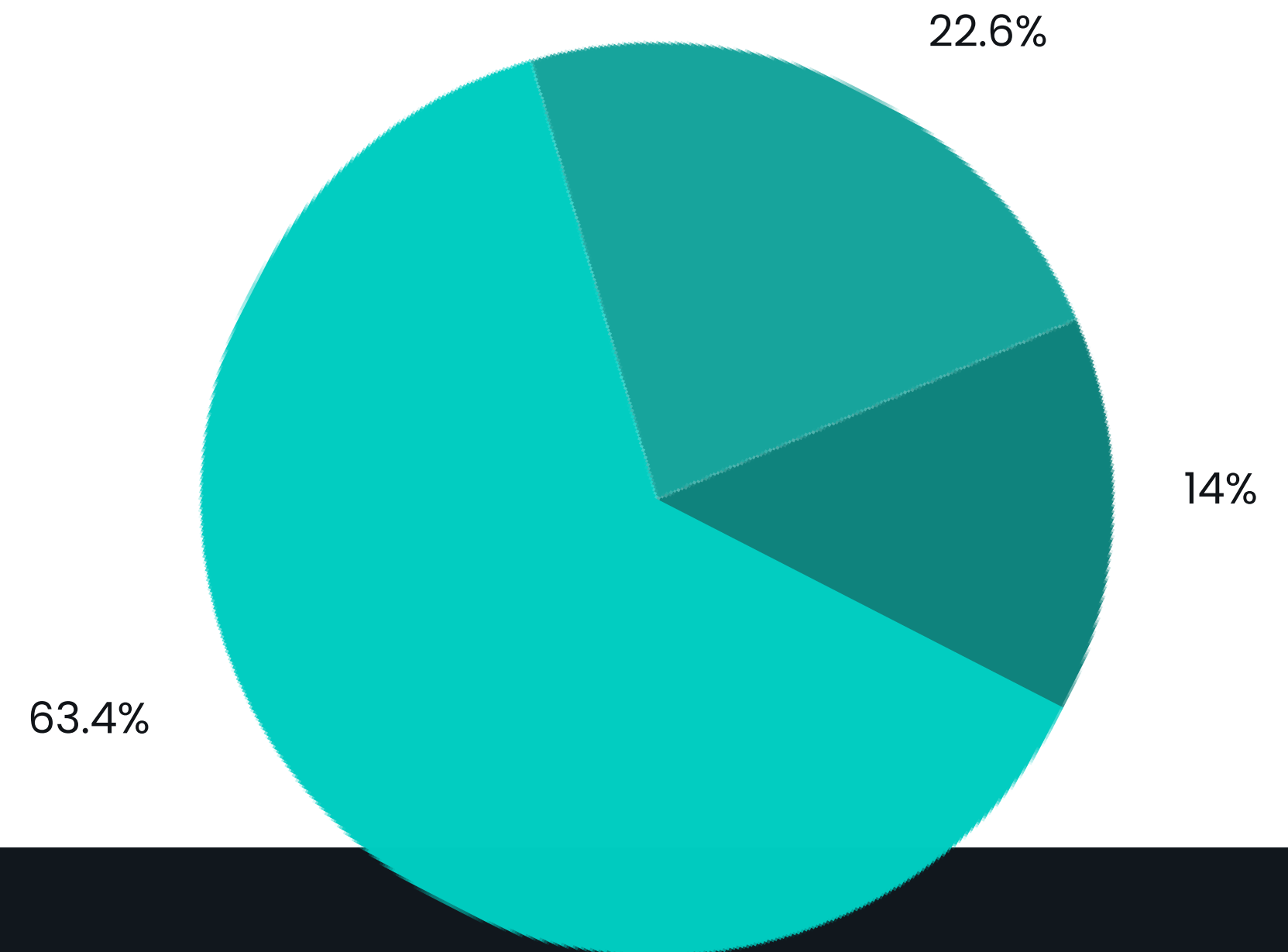
IV. Candidate Preference

6/10 people prefer gamified application procedures.

> **Cool, unique and appealing** way to discover skills and personality traits of a candidate.

> I think this was one of the most amazing and surprising job applications I have ever done. It really made me focus and think about my answers in a creative way.

> Very innovative and modern, and making it a fun experience.

> I would recommend every company to have this type of creative assessment test. It was very fun to do and helpful in the future.

> You enjoy playing the games, but simultaneously, you are using your skills without being stressed, contrasting with most common assessments. Thanks!

Use Case. Nexio Projects
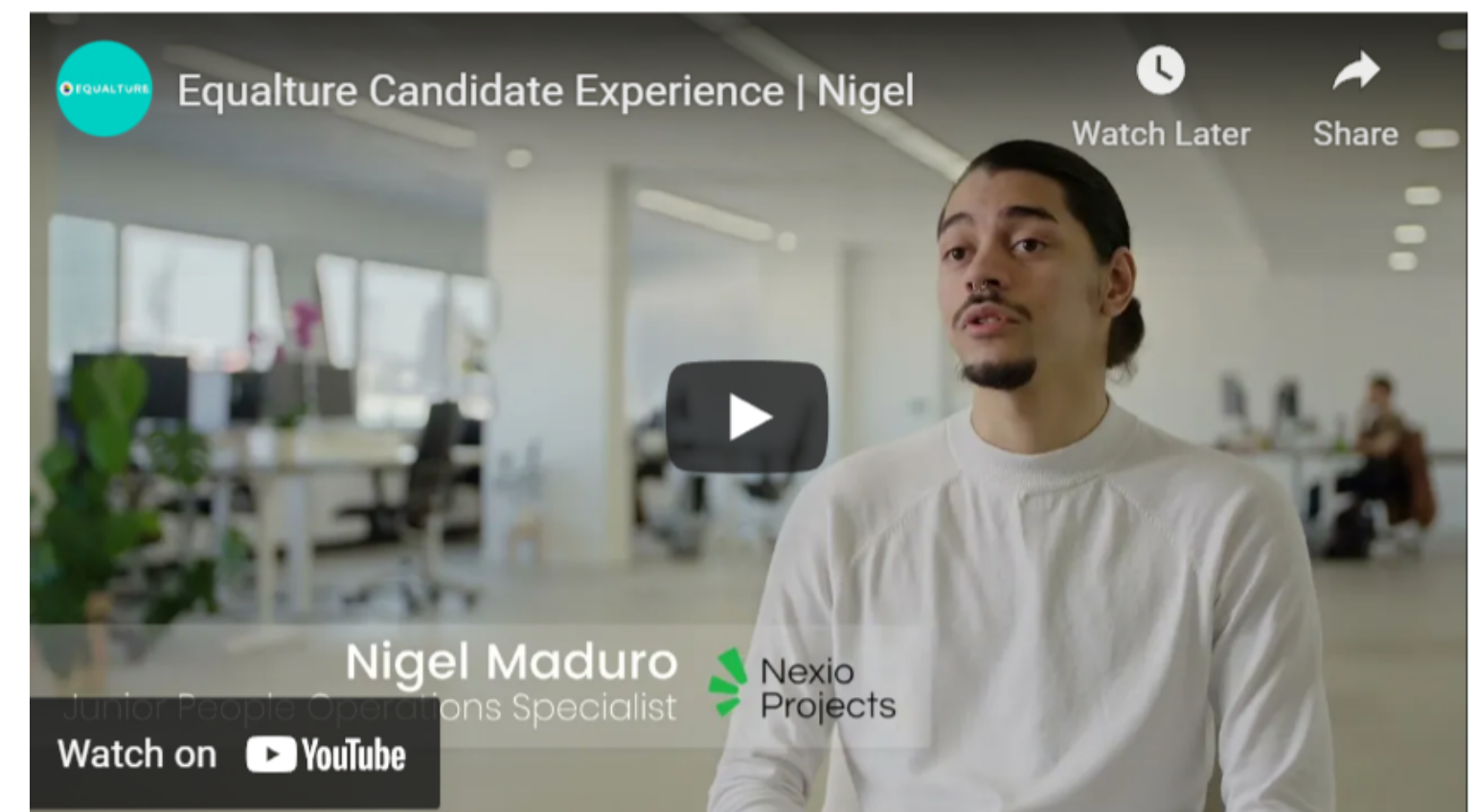
VI. Research Papers
Check out more of our research papers.

- The validity and utility of game-based vs. traditional assessments in personnel selection.

- Neurodiversity and Inclusion Report Equalture.

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Want to see Equalture's gamified assessment in action?
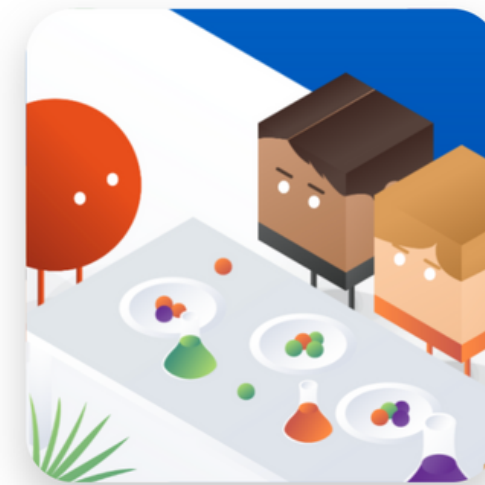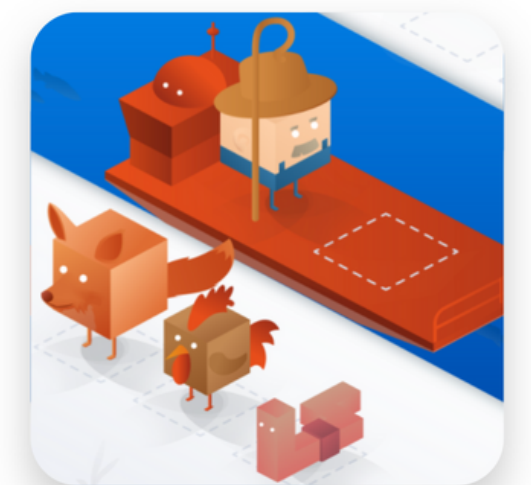
Schedule a Demo with Us

Bird Spotting

The Racer

The Pitch

The Fish Discovery

The Ferry

EQUALTURE

Shaping the world of unbiased hiring.

Through game-based assessments.