



CX REPORT—
EQUALTURE'S GAME-BASED ASSESSMENTS

Candidate Experience (CX) Report

Q3 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 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 Q3 of 2022.



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.

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 with 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



3589

Candidates left a rating.

Response rate.

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



47.4%

of all candidates left a rating.

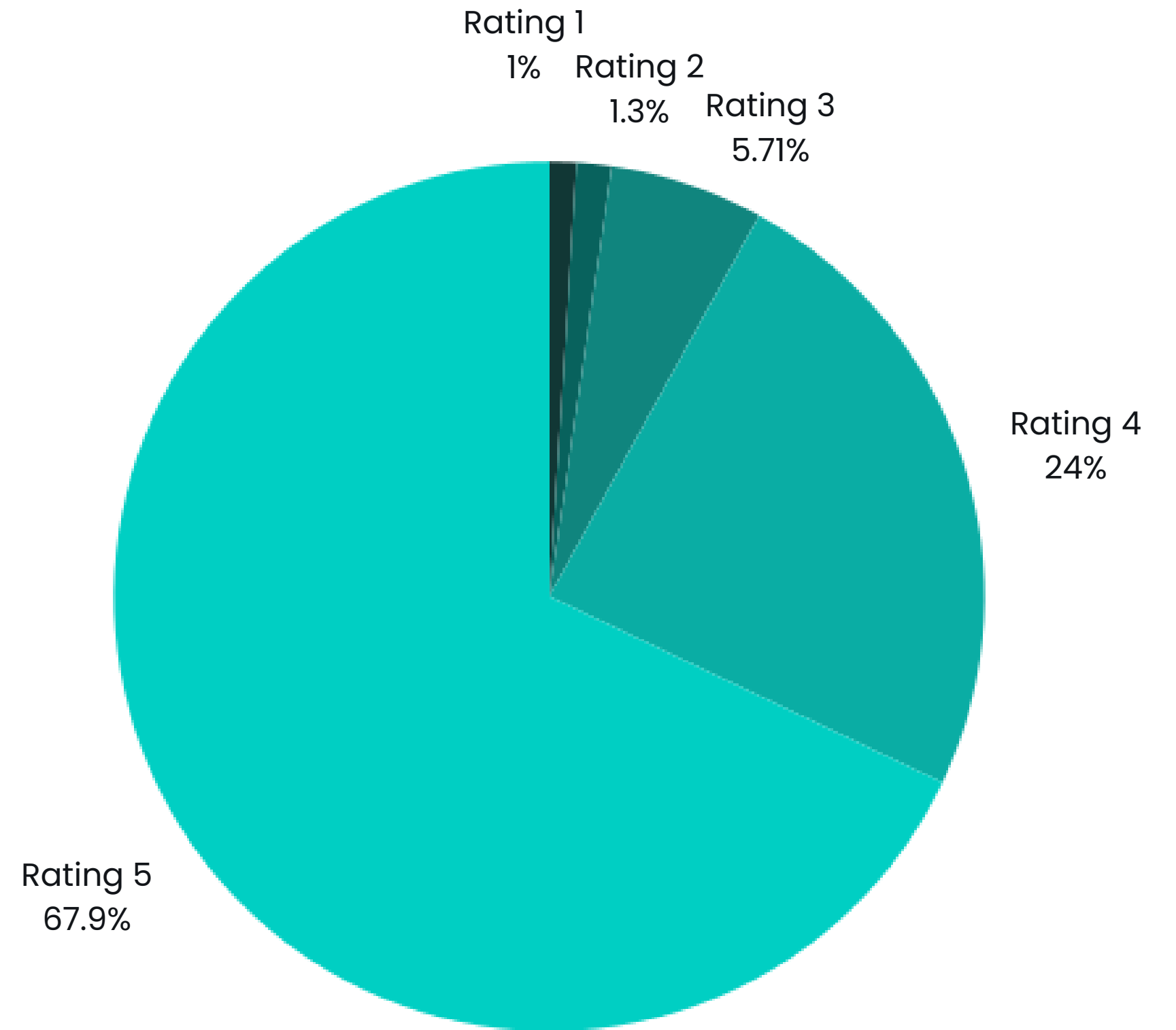


23.2%

of all candidates added a comment to their rating.

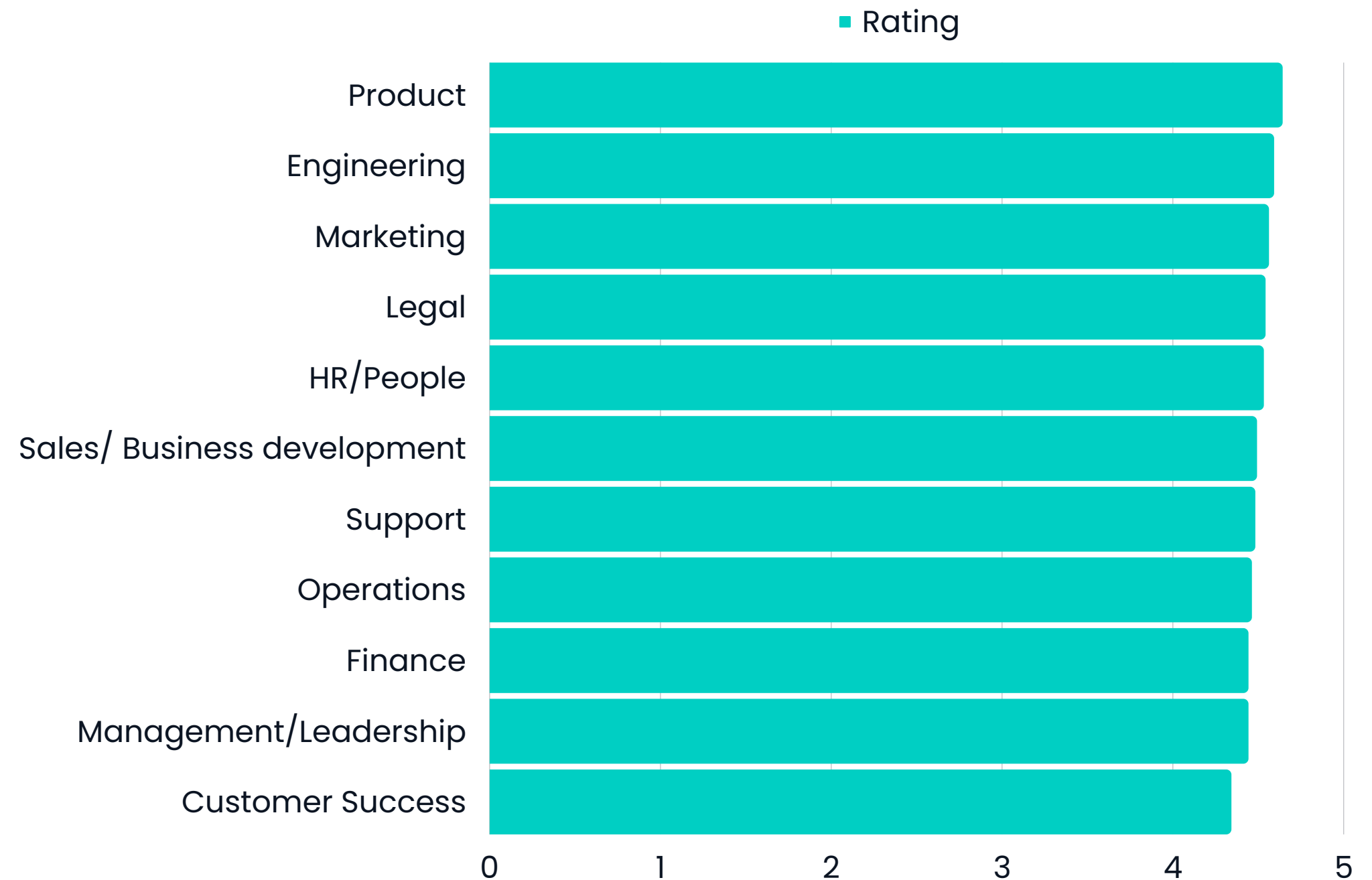
Average CX Rating 4.56/5.

More than 67% rated Equalture's gamified assessments 5/5.



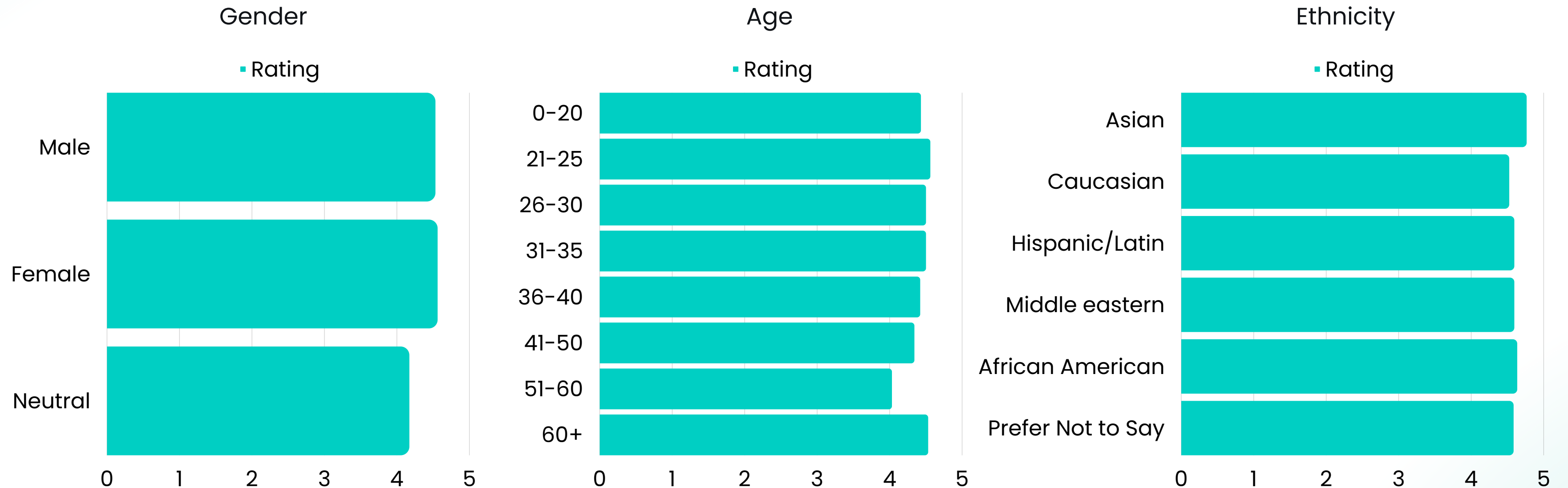
CX Rating per department.

Candidates who applied for **Product** positions gave Equalture's gamified assessment the highest rating (4.64/5), followed by **Engineering** (4.59/5) and **Marketing** (4.56/5).



Demographic Breakdown*.

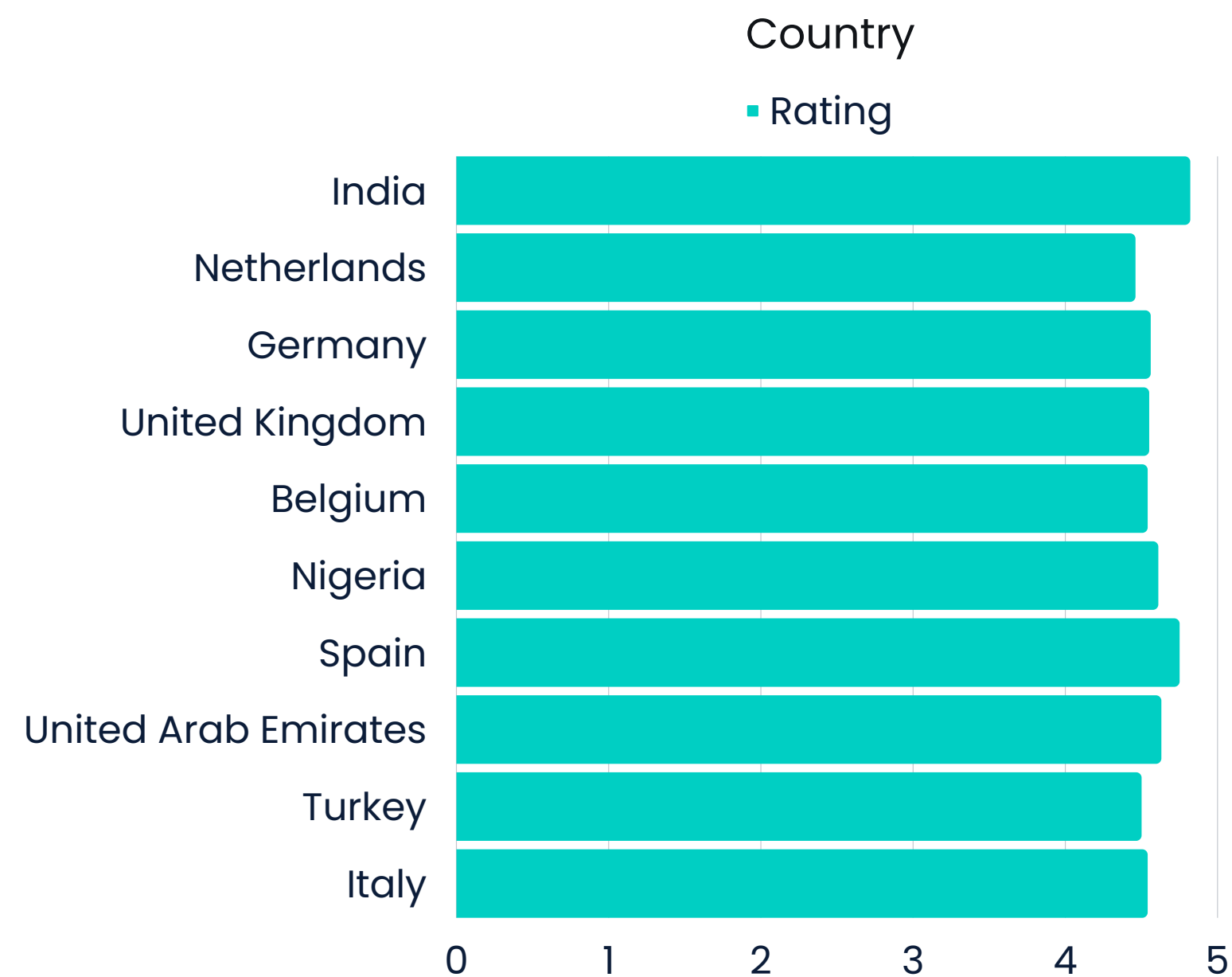
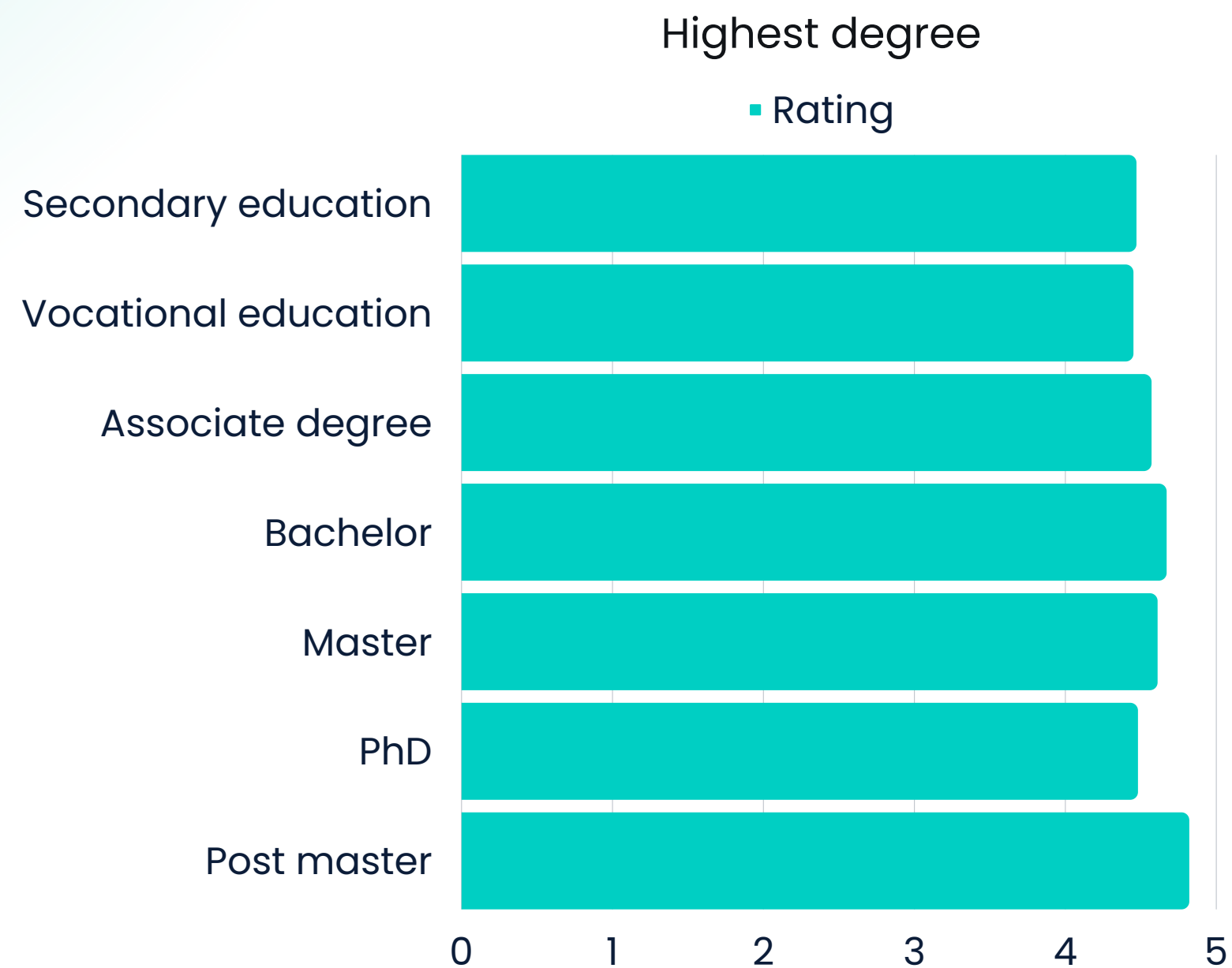
Based on gender, age buckets, ethnicity, educational level and countries.



Demographic Breakdown.

Based on age buckets.

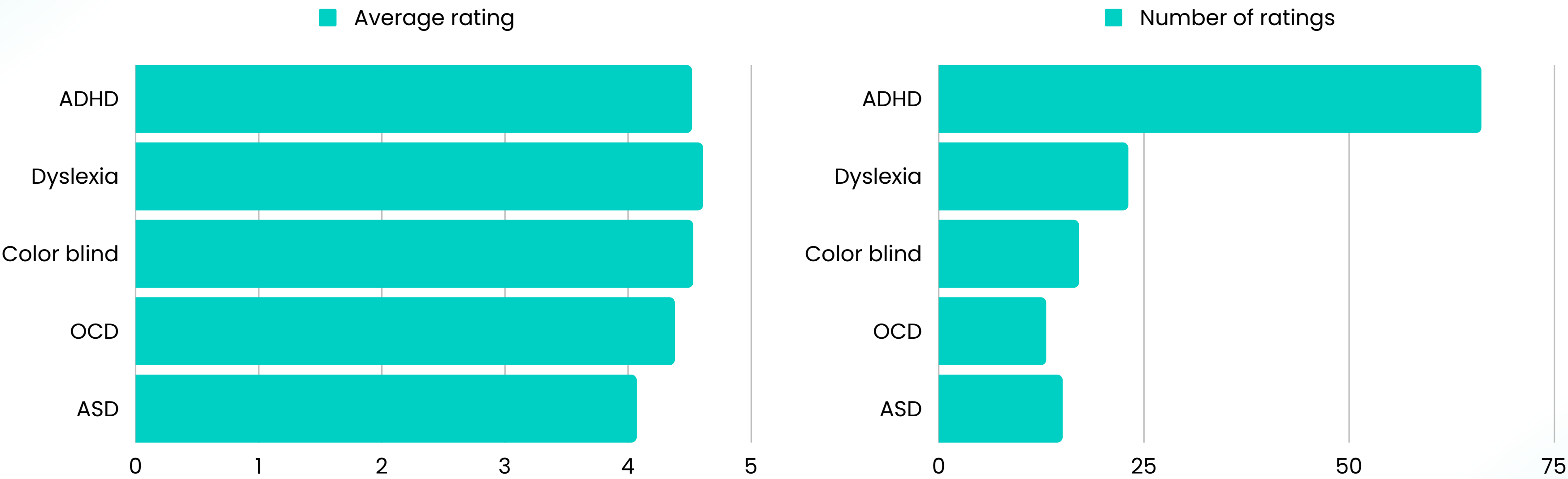




For all different demographics you can see the ratings are quite evenly distributed.

*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.

Besides gathering candidate ratings and comments, we also conduct ongoing studies on the candidate's experience in Equalture's gamified applications process compared to a traditional application procedure.

Our goal?

We want to see how candidates perceive our gamified process compared to a traditional application procedure.

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





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 asks for information relevant to their application.

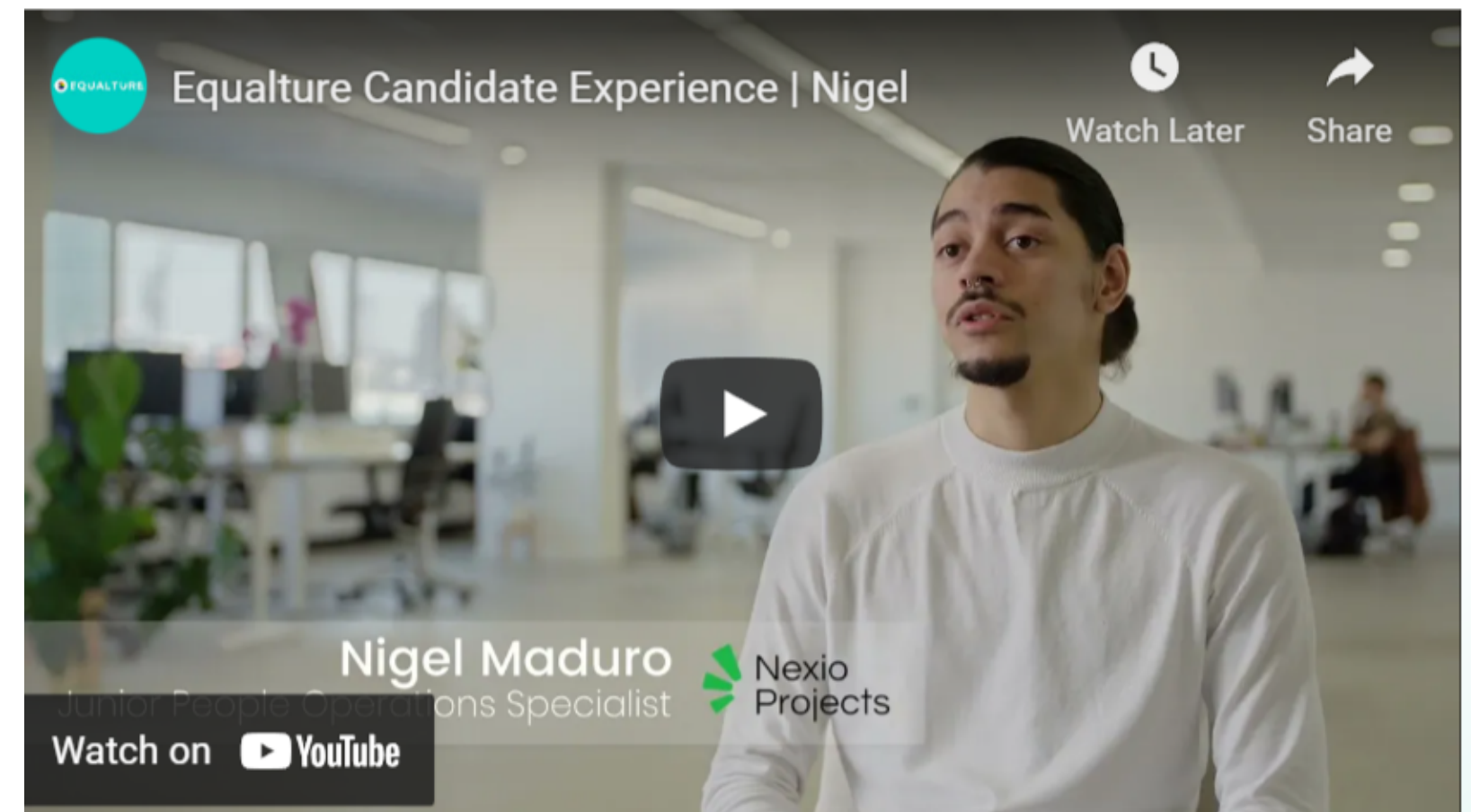
Chance to perform.

Candidates indicate the application process allows them to show their skills.

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.

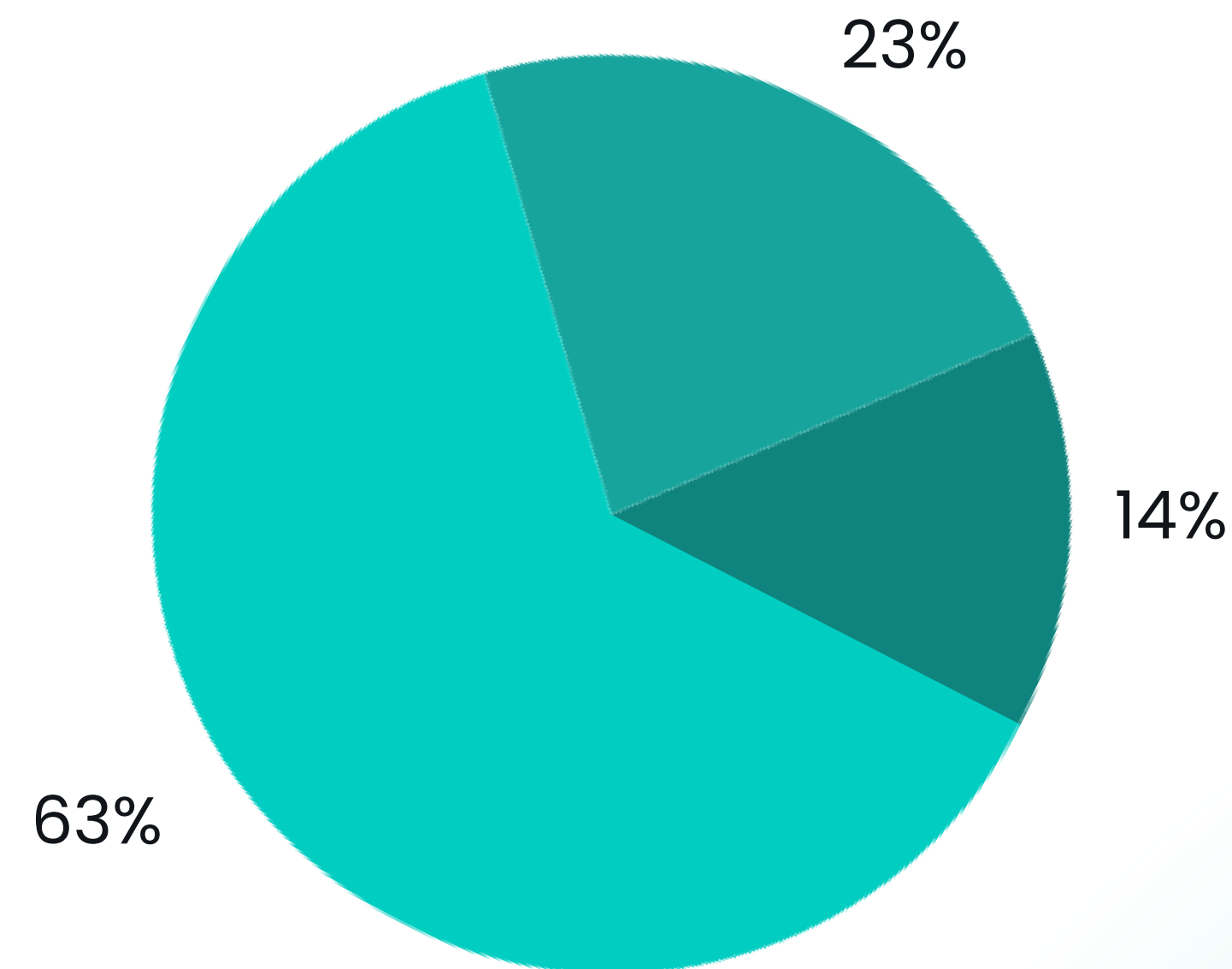
Use Case. Nexio Projects



Candidate preference.

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

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



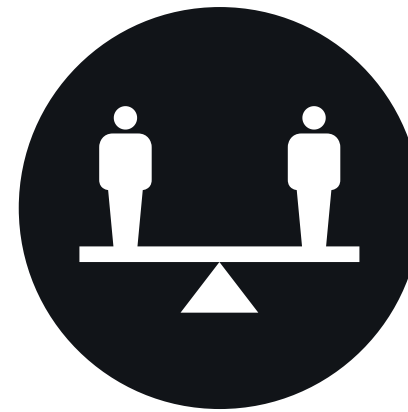
Scales that have significant difference



Chance to Perform*

Equalture application process is perceived as having more chance to showcase their skills, compared to Traditional Procedure.

- Gives applicants opportunity to show their capability.
- They're able to show what can they do.



Fairness Perception***

Equalture application process is perceived as fairer, compared to Traditional Procedures.

- Using the results will reduced the favouritism.
- The result from Equalture is fair even though they're not selected.



Propriety of Questions***

Equalture application process is perceived as it does not consist of (too) personal/private questions/ prejudiced process, compared to Traditional Procedure.

Note: We use '*' to represent the significant levels

* the result is significant at 0.05, bare minimum of significance level // *** the result is significant at 0.001, highest significance level

We did also test for face validity and comparative anxiety and those scales we didn't find significant differences.

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

[Schedule a Demo with Us](#)

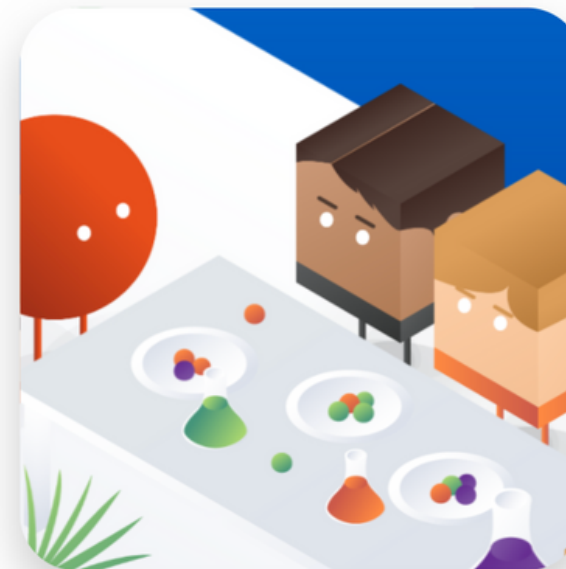
 **EQUALTURE**



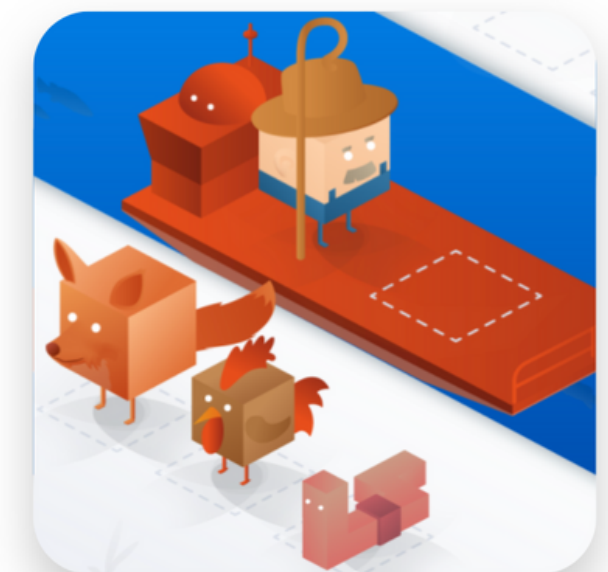
Bird Spotting



The Racer



The Pitch



The Ferry



Shaping the world of unbiased hiring.



Through game-based assessments.