

CX REPORT -
EQUALTURE'S GAMIFIED ASSESSMENT

Candidate Experience (CX) Report

Q4 2021



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"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 Q4 2021 CX of all candidates completing Equalture's games as part of their job application. Happy reading!



Cheers, Charlotte

Co-Founder and 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.





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2952

Candidates left a rating.





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Response rate.

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



59%

of all candidates left a rating.

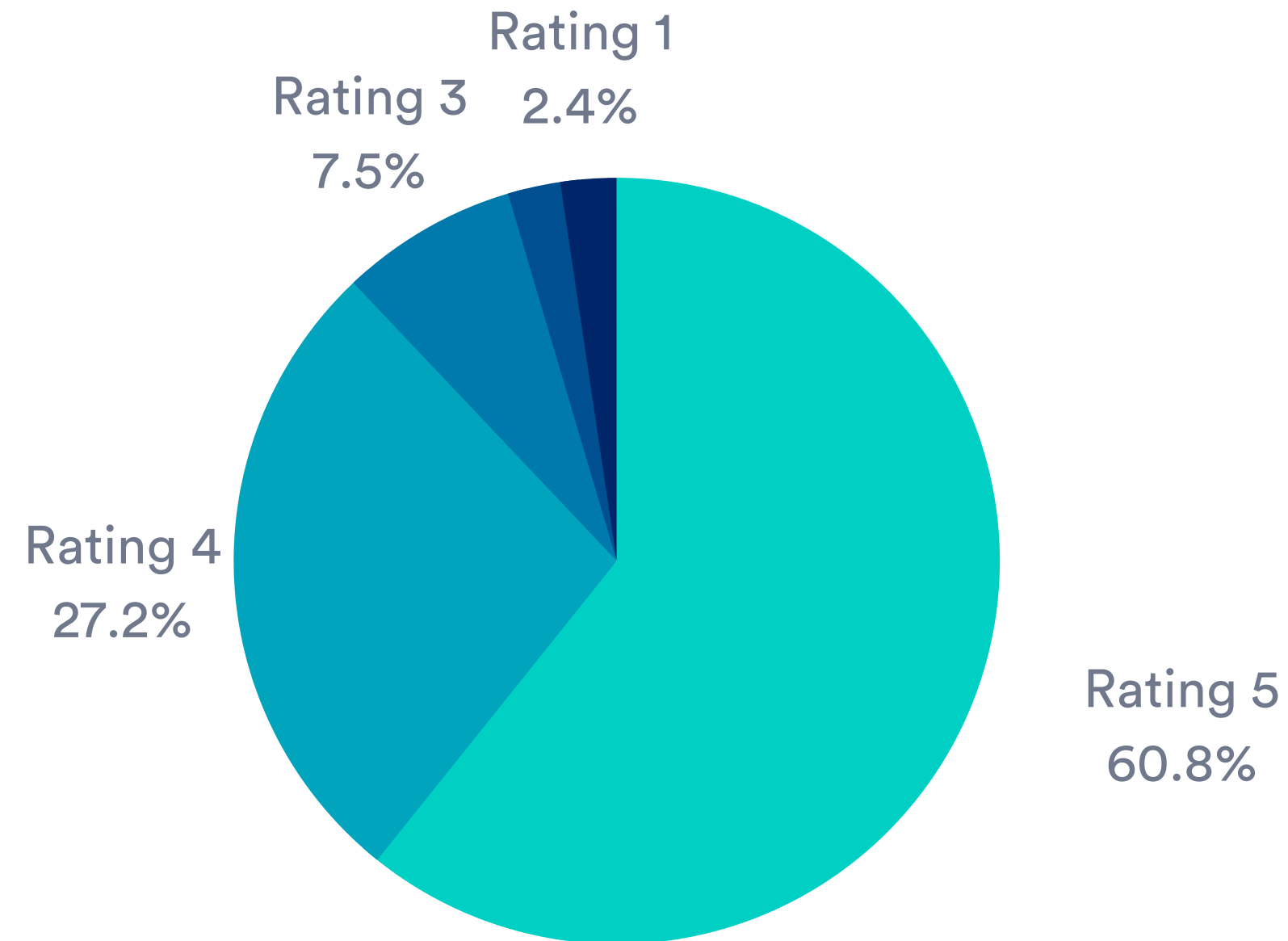


28%

of all candidates added a comment to their rating.

Average CX Rating 4.42/5

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

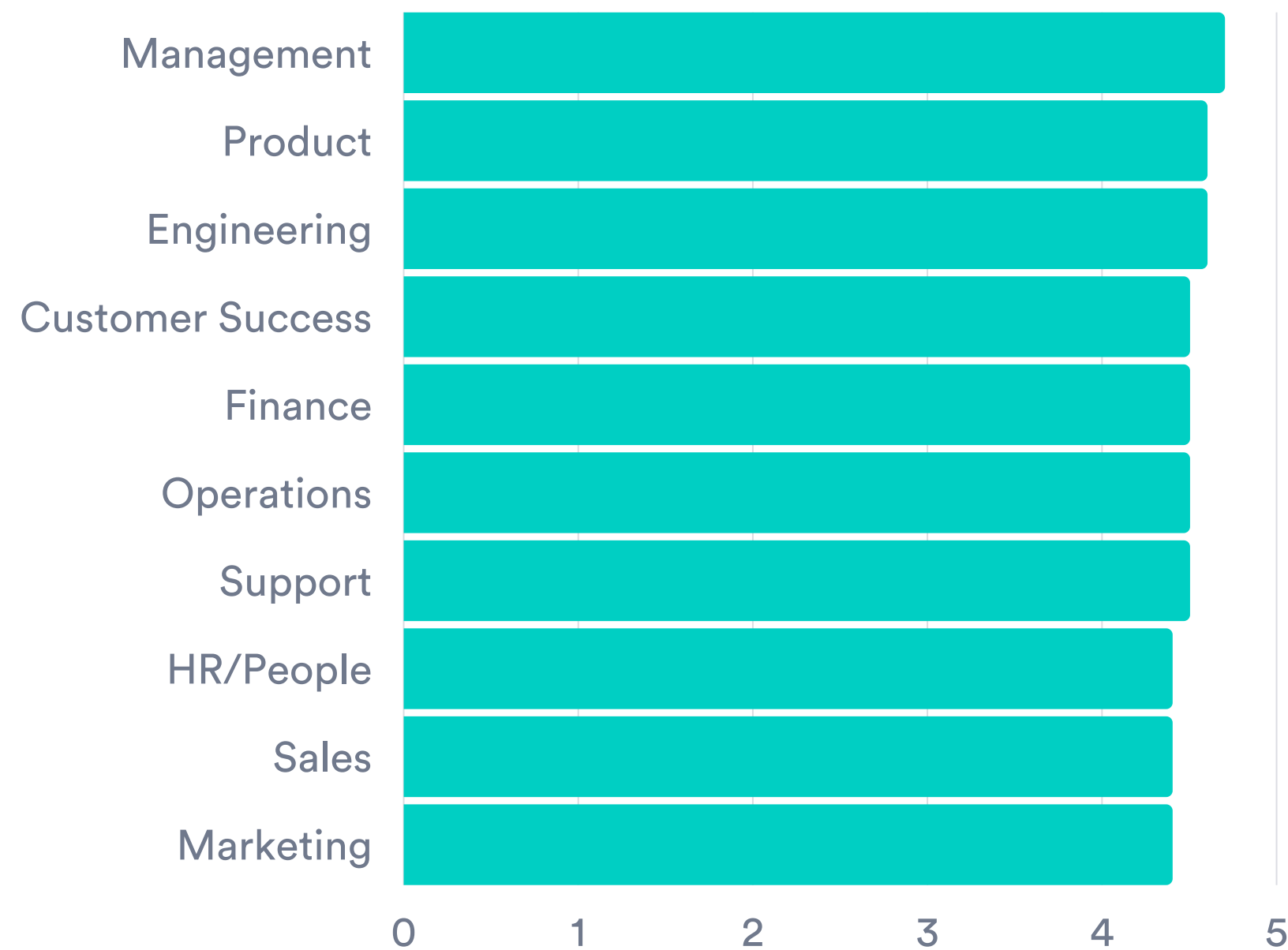




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CX Rating per job group.

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





Comments that stood out.

Some comments that stood out to our team.

Engaging.

"I loved how it was fun and attractive! I have hated most selection processes because of how boring they were but I really wanna do this again and I've never felt like this before!"

Non-stressful.

"This process is an eye-opener for me. It creates a relaxed process of interviewing, instead of the traditional tensioned soaked pattern. "

Fair.

"I believe that most of the time, we may not have been selected even for interviews because of our resumes. Thanks to this game, at least everyone has the same chance for the first step. Thank you for this approach!"

Value-adding.

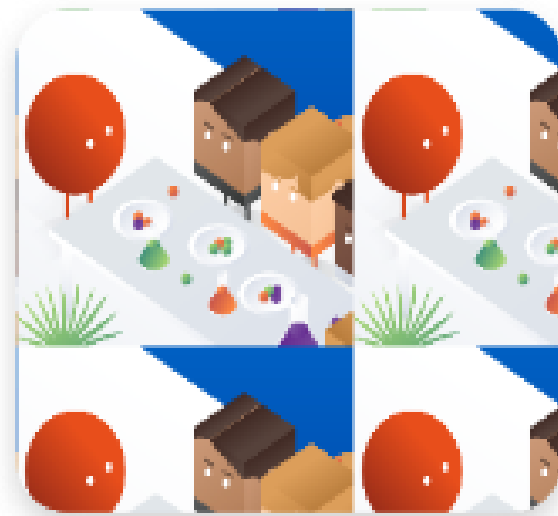
"I really loved the fact that I received my own results right away, including tips and tricks on how to improve myself. Whether I'm invited for an interview or not, I still got something out of it."



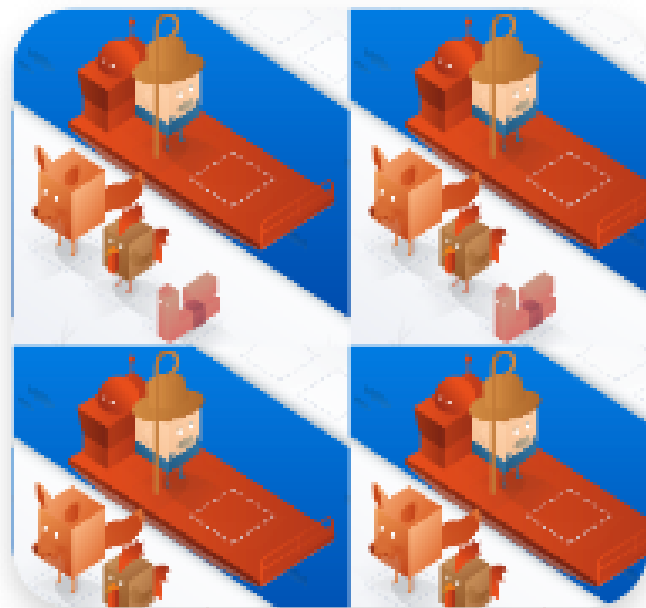
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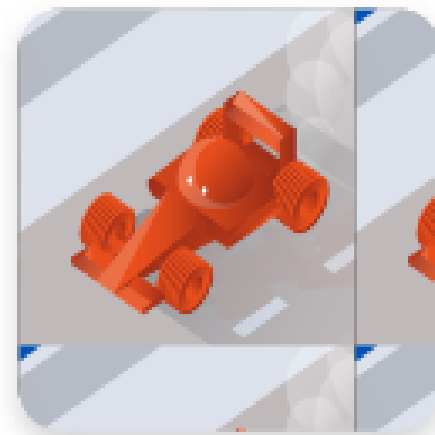
Bird Spotting



The Pitch



The Ferry



The Racer

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

Schedule a Demo with Us



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