

Verifying the value of hiring assessments for a recruitment and staffing agency

The challenge

- ➔ To identify the applicants most likely to succeed in the account manager role
- ➔ To establish a process to check the predictive accuracy of the hiring assessments

4 KPIs for the account manager

- ➔ Revenue generated
- ➔ Total value of sales order
- ➔ Client meetings booked
- ➔ Conversion of booked meetings to actual sales

The solution

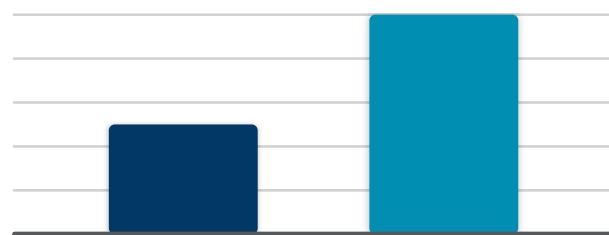
- ➔ Define account manager success in initial business impact study
- ➔ Establish success profile to score assessments against. Set score range for role match
- ➔ Track performance of hires over two years
- ➔ Correlate performance data with hiring assessment data to check that high scorers deliver the KPIs

The outcome

Within the first six months of hiring:

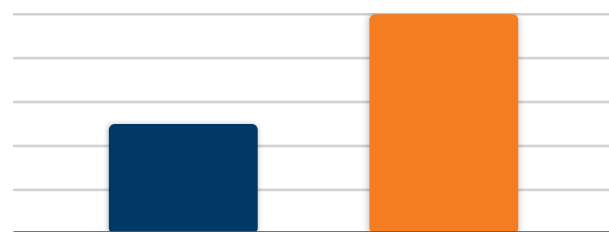
High scorers generate

2x more revenue
than low scorers



High scorers have

2x higher sales order value
than low scorers



Of those who had left the business within two years and had taken the assessments during hiring,

higher scoring employees

**stayed 2.1
months longer**

than low performers

Establishing the baseline: the initial business impact study



Current employees completed tests: personality questionnaire and aptitude tests



Test scores correlated with other talent data e.g. manager ratings, revenue generated, customer satisfaction



Developed an assessment 'match' profile and a low, medium and high categorisation of assessment scores



Assessment process implemented for applicants and assessment data used to inform selection decisions

Strong correlations

between the personality success profile originally defined and **all 4 KPIs**

Strong correlation

between ability tests and **satisfaction and delivery measures**

“Working with the client, we were able to help them define what leads to success in their business and then to implement an assessment process to identify these characteristics and abilities in their candidates. Our follow up study demonstrated that this assessment process works – and delivers strong account managers.”

Mats Englund, PhD, analytics director, cut-e

For more information, please contact:
info@cut-e.com



About cut-e: Founded in 2002, cut-e (pronounced 'cute') provides online tests, questionnaires and gamified assessments. In May 2017, global professional services firm, Aon plc, acquired cut-e and integrated the company into its global talent solution. cut-e and Aon, as Aon's Assessment Solutions, undertake 30 million assessments each year in 90 countries and 40 languages.

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