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Game Based Assessment

The Game Changer in Talent Measurement



Your Organization Need to Change the Talent Measurement Strategy



Key Takeaways

WHAT

- ❖ The driving trends behind game-based assessments
- ❖ What are game based assessments and its key differentiators

WHY

- ❖ Candidate Experience is Critical

HOW

- ❖ Leverage Game-Based Assessments over traditional psychometric assessments
- ❖ Predictive validity of Game-Based Assessments

THE DRIVING TRENDS BEHIND GAME BASED ASSESSMENTS

“Psychometrics, as a science, is yet to be fully explored and leveraged in India. In an increasingly competitive world, only traditional methods such as interviews or aptitude tests may not be enough,” Willis Tower Watson

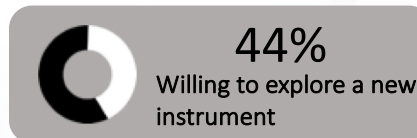
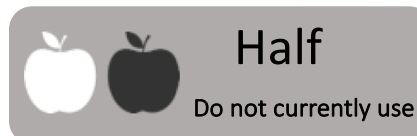
State of the Psychometric Assessment Industry

PRESSING HR CHALLENGES

1	Talent Management & Development	64%
2	Identification of High Potentials	49%
3	Bench strength for succession planning	46%



PREVALENCE OF PSYCHOMETRIC ASSESSMENTS



While an increasing number of companies are keen to explore, what is required is

- ✓ Improved user experience
- ✓ Higher predictability of behavior

Are You Facing One or More of These Challenges in Talent Management?

- Poor test taker experience/
Employer Branding Challenge

56%

employers face challenges in finding suitable talent to fill vacant positions.

- Unconscious bias and impression
management/ Bias in assessment/
evaluation process

At Least 1/3rd

business failures are due to poor hiring decisions and inability to attract and retain the right talent

- Poor choice of candidates/ higher
attrition/lower employee turnover

**1.5 to 3 times
the salary**

The average cost of replacing a professional

What May the Future of Psychometric Assessments Hold?



STANDARDISATION



EFFICIENCY AND ACCURACY

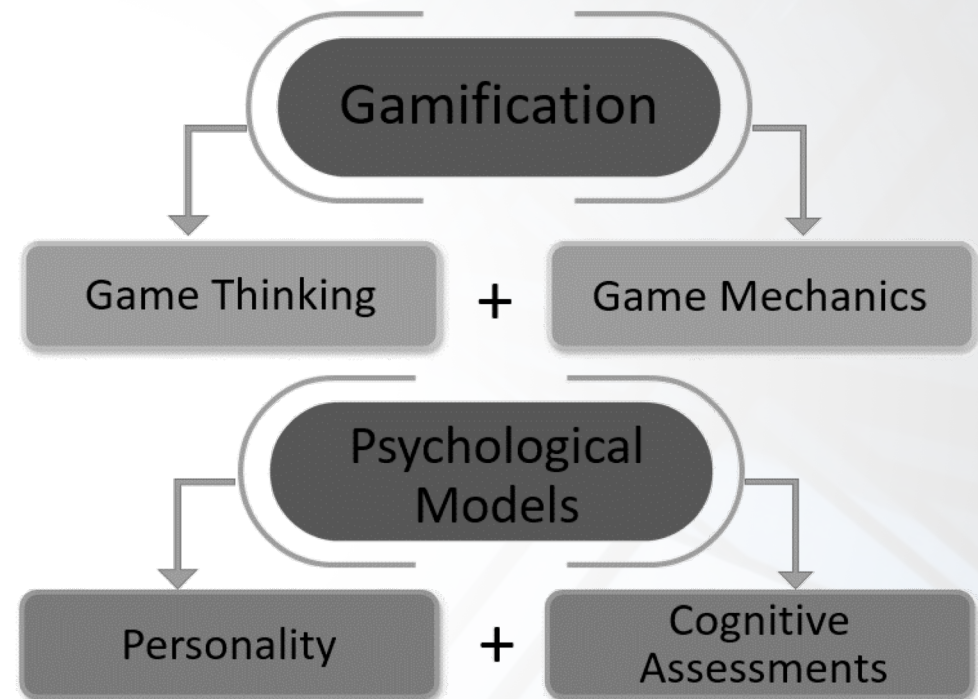


TECHNOLOGY JUMP

The Future of Psychometric Assessments

	TRADITIONAL	NEXT GENERATION
Timing	 After learning	 Embedded in learning
ACCESSIBILITY	 Limited	 Universally designed
PATHWAYS	 Fixed	 Adaptive
FEEDBACK	 Sometimes delayed	 Real Time
FEEDBACK	 Generic	 Enhanced

WHAT ARE GAME BASED ASSESSMENTS?



When is a Game not an Assessment?

Perfect for selection and for retaining applicants as customers - Psychometric assessments in a gamified context make assessments more real and engaging.

Gamified Assessment

This allows an individual selection of cognitive robust assessments embedded in a fun and engaging game context. Different challenges and levels allow instant feedback to increase candidate engagement. Integrating this game in the branding strategy engages applicants and current or future customers.

Games

Immersive, quick, and grounded in science, these web apps are designed specifically for smartphones and tablets and captures cognitive ability data while greatly reducing the adverse impact associated with traditional cognitive tests.



Game Based Assessment

Fun and fast, these can be developed to meet any need. For example, this app embeds an attention performance test or emotional intelligence test in a football championship scenario. The app provides instant feedback after every action plus leadership board reporting at the end.

Gamified Situation Judgment

It combines multiple cognitive test elements with situational judgment and personality assessment in a communication game: a strength-based, highly customized gamified assessment compiling results in a single match score.

Choosing The Right Tool?

TYPE	USE	EASE OF DEVELOPMENT	QUALITY OF RESULTS	KEY BENEFITS
Games	Attracting applicants, as it provides an engaging and often unique view of the organization	Tend to be purpose-built	Tend not to be assessed	You are differentiating your hiring process
Gamified Assessments	Gamified Assessments Assessing job-relevant skills, knowledge, and abilities via proven assessments that layer in game elements	Need to be customized	Can be customized but not cost effective	You are providing experience for candidates
Game-Based Assessments	Game-based Assessments Assessing job-relevant skills, knowledge, and abilities by monitoring and collecting data on how the candidate 'plays' the game	Tend to be purpose-built and can be customized	Combine assessment data and 'para-data' to provide in-depth insights into each candidate	You are using proven psychometric assessments—but you are making them more appealing

Talent Practitioners Would Use Game Based Assessments in..

75%

**HR Heads &
Talent
Practitioners**

Attraction

**Screening &
Selection**

**Learning &
Development**

Why Should You Use Game Based Assessments for Assessing Candidates?

More than **60%** Gen Z and Millennials love Games

Because Games are Less Stressful for more than **90%** of the Candidates

70% feel that they analyse much more than a simple wrong or right answer

They work for any role

Demystifying : Myth or Reality?

MYTH 1

Game-based assessments are not valid and accurate in predicting job fitment and performance.

MYTH 2

Game-based assessments are prone to biases.

MYTH 3

Games are generally good at measuring a narrow range of behaviors.

MYTH 4

Candidates don't take game-based assessments seriously.

THE CRITICAL PIECE OF THE PUZZLE: CANDIDATE EXPERIENCE

“If you’re competitor-focused, you have to wait until there is a competitor doing something. Being [candidate]-focused allows you to be more pioneering.” – Jeff Bezos

Cross industry - Case Studies

Another study suggested over 90% positive responses from candidates in terms of employer branding, employee engagement, attention span, and being fair to them. These studies further strengthen the fact that candidates take game based assessments more seriously.

A recent study showed that 76% of candidates in India in top B - schools prefer a game-based assessment over a traditional psychometric test.

A study with a consumer brands business measured applicant perceptions of its new gamified assessment compared to the more traditional online assessment they had previously experienced.

The results showed that:

- 91% reported it gave a better or the same impression of the company.
- 94% said it was better at (or the same as) engaging them.
- 93% reported that the game based assessment held their attention more (or the same as) traditional tests.
- 88% thought it as being fair if not better.

A study on candidate experience and its impact on the organization's talent management strategy revealed that:

- 46% of candidates have a poor application experience.
- 88% of candidates report that they would prefer to engage with a company that has a positive applicant experience.
- 65% of candidates reveals that the assessment in L&D initiatives is highly monotonous.

A Focus on Candidate Experience Is Good For Business?



INCREASED
ENGAGEMENT



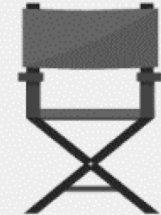
2X
INNOVATION¹



4X
MORE
PROFITABLE²



2X
CUSTOMER
SATISFACTION¹



ENHANCED
BRAND

¹ MIT Sloan School of Management. Building Business Value with Employee Experience, 2017.

² Jacob Morgan. The Employee Experience Advantage, 2017.

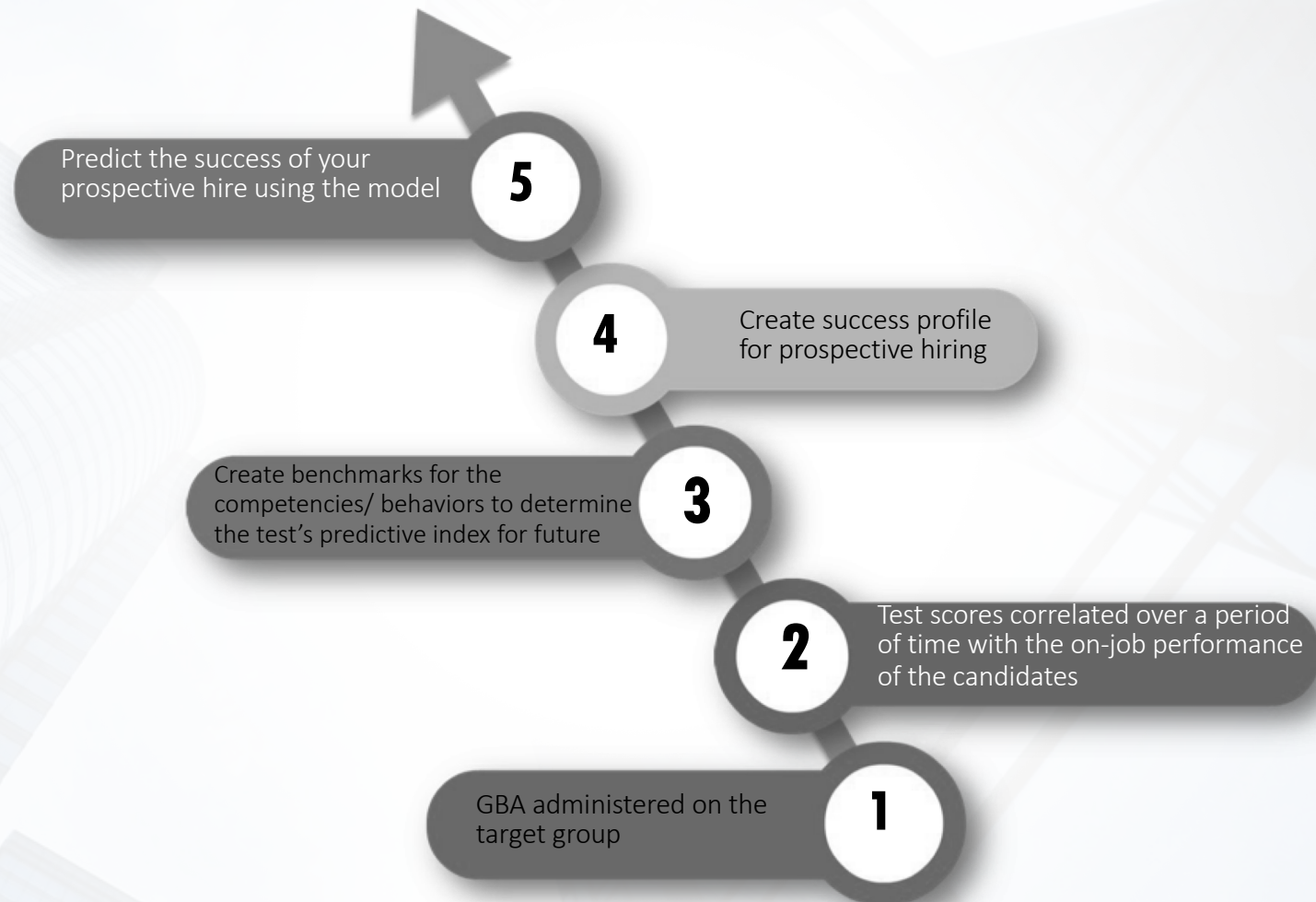
PREDICTIVE ANALYTICS: The evidence based decision making

“Don’t build metrics that aren’t going to be part of your day-to-day operations or don’t have potential to be incorporated as such. Building reports that no one looks at is just activity without accomplishment, and is a waste of time.”— John Egan

How Game Based Assessments can Predict Better Results You Can Trust



How Can You Predict the Behavior at Work?





SOLUTIONS

ASSESSMENTS



➤ **COGNITIVE ASSESSMENTS** (Aptitude, IQ, IT Tech)

➤ **CODE COMPILATIONS**

➤ **PSYCHOMETRIC PROFILE**

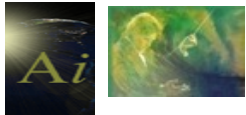


➤ **GAMMEZO**

➤ **SIMULATION BASED**

➤ **THINKING PATTERN**

➤ **SALES POTENTIAL**



SURVEYS



➤ **HIRING EXPERIENCE**

➤ **EMPLOYEE ON-BOARDING**

➤ **360 FEEDBACK**

➤ **EMPLOYEE ENGAGEMENT**

➤ **MANAGER FEEDBACK**

➤ **TRAINING EFFECTIVENESS**

➤ **EXIT FEEDBACKS**

TECHNOLOGY

CONTENT

LOGISTICS

ANALYTICS

GLIMPSE



COGNITIVE GAMES - Coming Soon



Combines Different Measurement Techniques :



BEHAVIORAL GAMES



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KEY FEATURES

Mixed Scale
Model-
Measuring
affective
behaviours



Effective for
people
who have
test anxiety



Measure's personality
characteristics and
mental abilities via a
GAME - like interface

Measure
Sub-Conscious
behaviours of the
individual



Decreases the
probability of
Social Desirability
or Manipulation of
responses



HIRING

Summary
Report

Fitment
Report

Managerial
Report

Sales
Potential
Report

TRAINING

Q & A



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