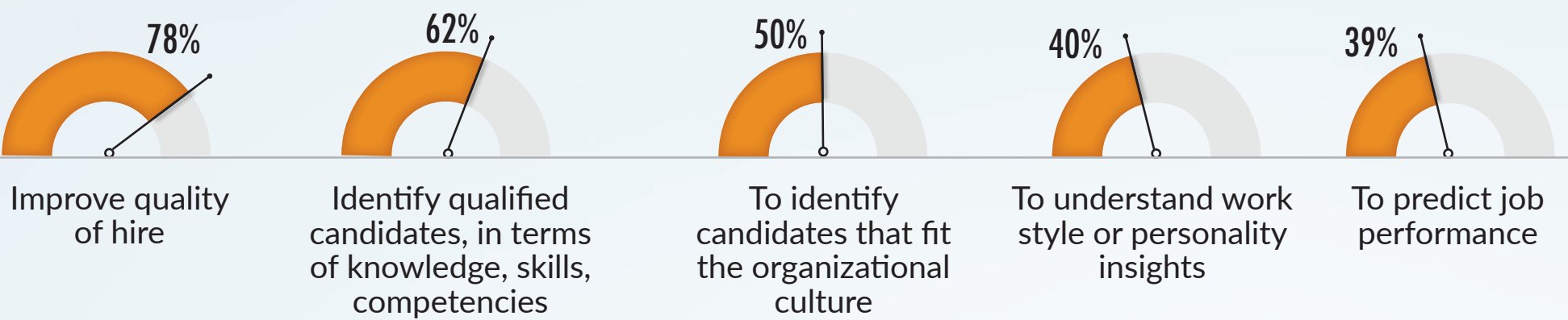# HOW ORGANIZATIONS USE ASSESSMENTS TO IMPROVE THE BUSINESS

Assessments are a valuable tool during and after the hiring process. During pre-hire, organizations most often use them to improve quality of hire, and post-hire they are most often used for skill and knowledge development, according to Brandon Hall Group's 2018 Assessment Practices Study. Technology is a major factor in successful use of assessments, with the majority of users saying it helps increase business metrics, including quality of hire and employee retention.
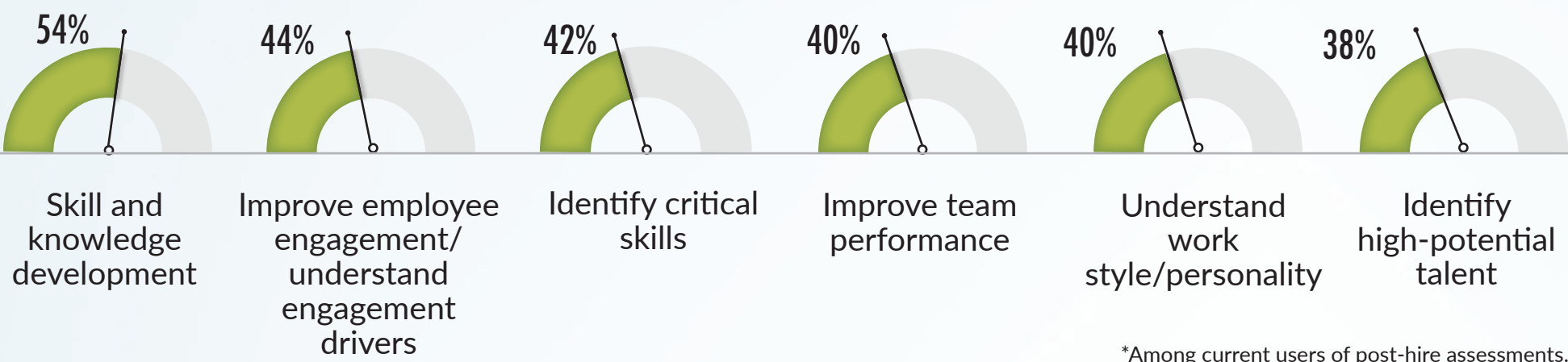
## TOP 5 REASONS FOR USING PRE-HIRE ASSESSMENTS*

- 78% Improve quality of hire
- 62% Identify qualified candidates, in terms of knowledge, skills, competencies
- 50% To identify candidates that fit the organizational culture
- 40% To understand work style or personality insights
- 39% To predict job performance

*Among current users of pre-hire assessments.

## TOP 5 REASONS FOR USING EMPLOYEE ASSESSMENTS*

- 54% Skill and knowledge development
- 44% Improve employee engagement/ understand engagement drivers
- 42% Identify critical skills
- 40% Improve team performance
- 40% Understand work style/personality
- 38% Identify high-potential talent

*Among current users of post-hire assessments.

## MOST IMPORTANT METRICS FOR ROI FROM PRE-HIRE ASSESSMENTS*

- Improved quality of hire — 78%
- Improved new-hire retention rate — 55%
- Improved time-to-proficiency — 42%
- Improve hiring manager satisfaction — 30%
- Increased new-hire engagement — 29%

*Among organizations that use pre-hire assessments and measure ROI

## MOST IMPORTANT METRICS FOR ROI FROM EMPLOYEE ASSESSMENTS*

- Organizational performance — 63%
- Increase in employee engagement — 61%
- Goal attainment for employee performance — 56%
- Reduction in employee turnover — 48%
- Number of successors in place — 22%

*Among organizations that use post-hire assessments and measure ROI.

## USE OF ASSESSMENT TECHNOLOGY*

- Overall: 41% / 59%
- Large Organizations: 38% / 62%
- Mid-Size Organizations: 33% / 67%
- Small Organizations: 48% / 52%
- High-Performance Organizations: 41% / 59%

● Yes
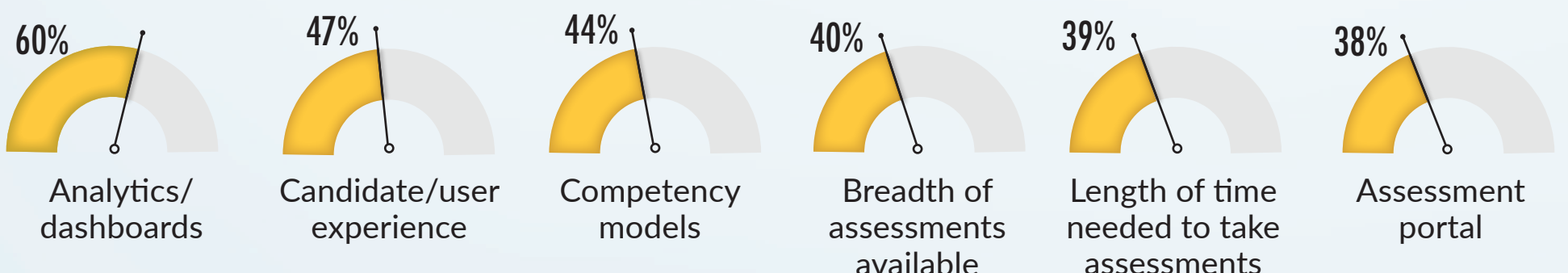● No
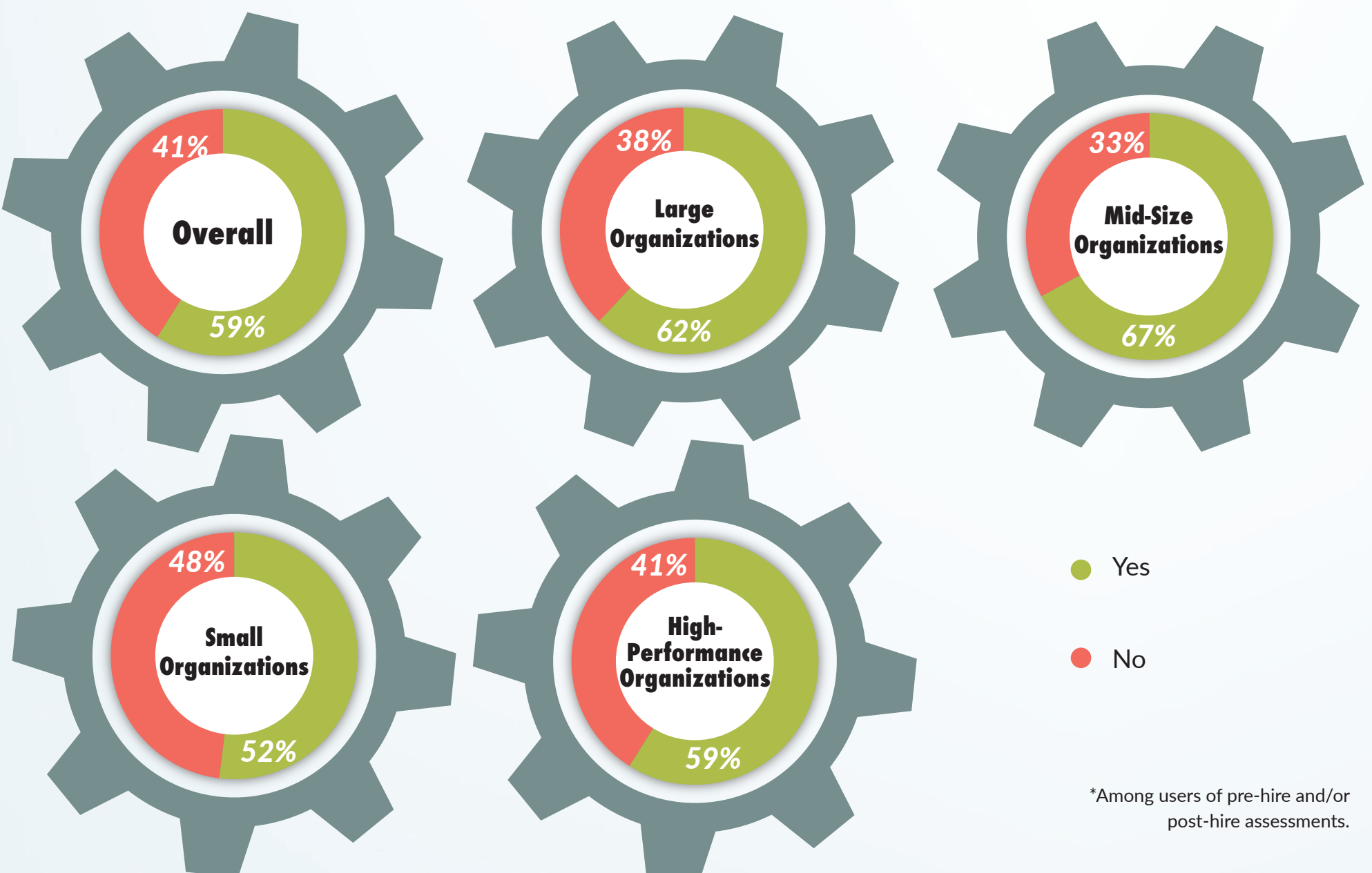
*Among users of pre-hire and/or post-hire assessments.

## MOST IMPORTANT FEATURES WHEN SELECTING ASSESSMENT TECHNOLOGY*

- 60% Analytics/ dashboards
- 47% Candidate/user experience
- 44% Competency models
- 40% Breadth of assessments available
- 39% Length of time needed to take assessments
- 38% Assessment portal

*Among all current and prospective users of pre and/or post-hire assessments.

## MOST IMPORTANT COMPETENCIES WHEN SELECTING AN ASSESSMENT PROVIDER*

- 58% Analytics/ metrics
- 49% Predictive accuracy with results
- 44% Customization of assessments
- 41% Competency models
- 38% Alignment of content with job role (validity)
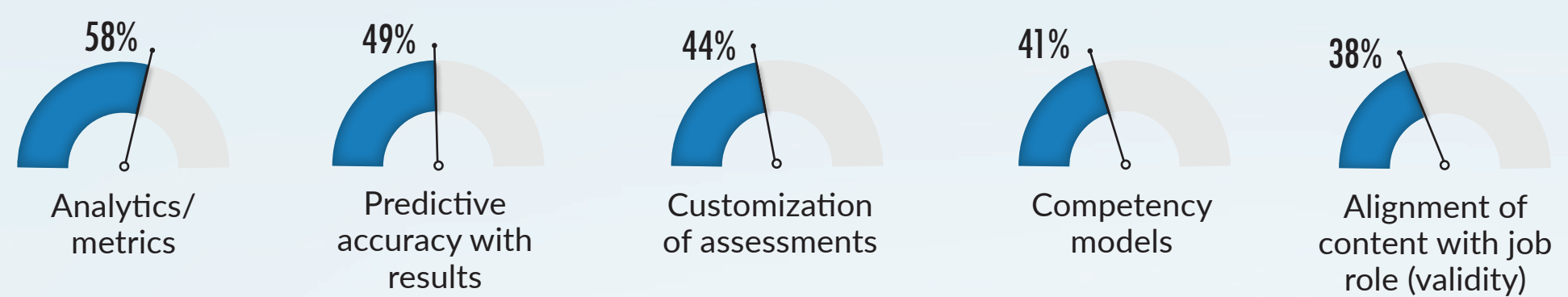
*Among current and prospective users of pre and/or post-hire assessments.

## ORGANIZATIONS WITH INCREASE IN THESE BUSINESS METRICS SINCE TECHNOLOGY IMPLEMENTATION*

- 76% Quality of hire (includes skills and organizational fit)
- 62% Customer satisfaction
- 59% Employee retention
- 59% Productivity
- 55% Employee engagment
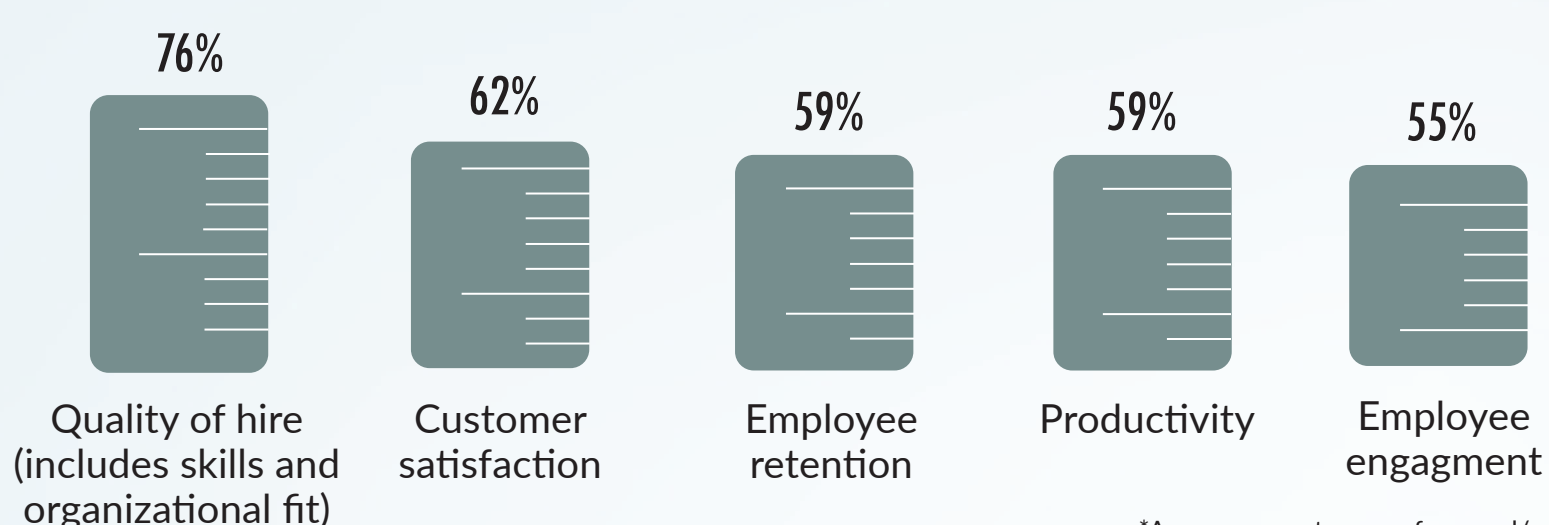
*Among current users of pre and/or post-hire assessment technology solution; excludes not sure responses.

## ORGANIZATIONS THAT PLAN TO INCREASE SPENDING ON ASSESSMENTS IN NEXT FISCAL YEAR*

- 30% Overall
- 44% Large Organizations
- 25% Small, Mid-Size Organizations
- 33% High-Performance Organizations[1]

*Among current and prospective users of pre and/or post-hire assessments.

[1]High-performance organizations report increases in year-over-year key performance indicators, including revenue, market penetration, employee engagement and retention, and customer satisfaction and retention.