smartPredict Challenges
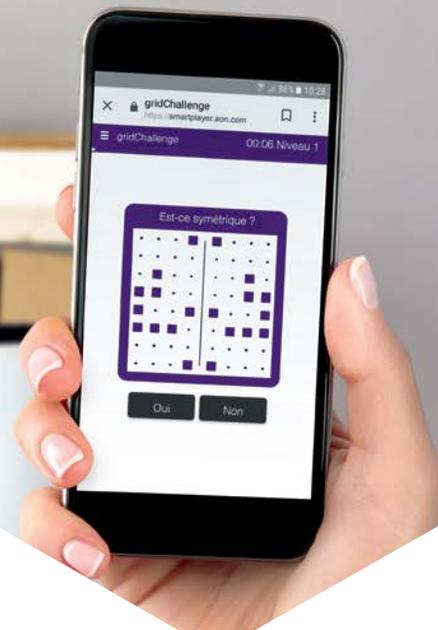## Assessments That Boost Candidate Engagement

Engage Candidates – Measure Their Potential

To enhance candidate engagement, some organizations have turned to assessment games to provide a more fun user experience. However, they need to be careful. Assessing candidates during the hiring phase is a serious business – indeed, it is 'high stakes' for both parties.

Candidates want to:	Recruiters want to:
• Know that the assessment is robust and fair • Be taken seriously • Get immediate feedback • Be challenged and engage with the assessment • Have a hassle-free assessment experience on their mobile	• Identify the best candidates in a reliable manner • Shorten assessment time • Engage with candidates • Differentiate themselves in crowded hiring market • Provide a legally defensible, fair and valid assessment process

smartPredict Meets the Needs of Both Candidates and Recruiters

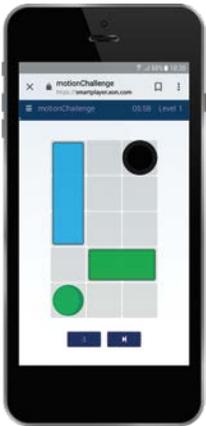| Enhanced Candidate Experience	Assessment Confidence
• Designed for mobile • Quick, engaging and interactive • Provides immediate feedback • Progresses through challenges to new levels • Reflects the importance of the assessment – not the game	• Robust psychometrics • High quality assessment with added game elements • Suitable for volume recruitment as each test is unique • Supports your brand with corporate identity elements

Engaging Assessments with Proven, Robust Psychometric Results

- Purpose-designed for use on all types of mobile devices, tablets and computers
- Individually generated tests for each participant to prevent cheating
- Can be seamlessly integrated into existing recruitment workflow systems
- Available in a range of reporting options

Our Solution: The smartPredict Challenge Series

Optimized for smartphones, smartPredict is a series of validated psychometric assessments which are enhanced with 'game-style' elements to make them more engaging for candidates. Research shows that assessments that are too 'gamey' are perceived as unprofessional. Having said that, certain gaming elements – such as progression through levels and immediate feedback – heighten candidate engagement. Each challenge in the smartPredict series can be used alone or in combination with others and also alongside other assessments. It is particularly liked by early career applicants who appreciate the challenge, interaction and mobile nature of the tests.

motionChallenge
measures planning capability

gridChallenge
measures executive attention

switchChallenge
measures logical reasoning

digitChallenge
measures numeracy

Applicants Love smartPredict

Research with over 500 assessment-experienced, millennial candidates compared perceptions of traditional assessment with smartPredict. They rated either the same or better in terms of:

91%
overall impression

94%
engagement and attention

90%
reflecting the hiring company's brand

86%
being taken seriously and fairly treated

We're here to empower results.

To learn more about *smartPredict,* visit **assessment.aon.com/smartpredict** or email us at **assess@aon.com**

Multiple Languages
The system, assessments and reports are available in many languages. Additional languages can be requested.

AON
Empower Results®