



Removing the rocket science from online assessment

How to sell, design and manage online assessment projects

Delivered by

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Introduction



Nerd speak v2.1

- Browser
- Web 2.0
- Thin client
- 1.0
- Ping
- HTML, JS, Flash
- Geek



Online assessment: the market

- Our history of online assessment
- The current market
 - Job boards/career portals
 - ATS
 - Online psychometrics
 - Online referencing
- Paper & pencil testing



Online assessment: the myths

- It's expensive
- It's difficult
- It can only be offered by big providers



Online assessment: the opportunities

- Respond to your client needs
- Integrate with your AC-DC offering
- Recurrent income stream
- Different levels of offer:



Levels of offer

Coast Off-the-shelf

For small to large users

1

Use the Coast assessments described in this brochure to configure your assessment campaigns to fit your needs

Include CAL Online personality questionnaires, Coast ability tests and ApplyCriterion recruitment tools

Personalise your assessments by creating a tailored CAL personality questionnaire, selecting Coast ability tests and configuring ApplyCriterion tools

Generate candidate-matching scores that describe the level of fit between the person and the demands of the job, your culture and values

Include your logo, values, competencies and success factors in candidate pages and reports

Integrate Coast with your existing careers site and HRM systems

Costs: from £10 per candidate

Coast Tailored

For medium to large users

2

Combine bespoke assessments built to your precise specifications within your assessment campaigns

Bespoke assessments can include measures of situational judgment, abstract reasoning, advanced-level critical reasoning, 360 surveys, personality questionnaires

Re-skin Coast candidate pages to conform to your employer brand

Redesign candidate reports to fit with your recruitment and development processes

Costs: Equivalent to off-the-shelf with appropriate assessment volumes

Coast Custom built

For high volume assessment

3

Build an entire, bespoke assessment system based on your precise requirements

Design back-office functions to conform with your internal recruitment or development processes

Content that explicitly communicates your values to your candidates

Values-based assessment specific to your organisational culture

Costs: Superior return on investment with appropriate assessment volumes



Online assessment: discovering needs

- Recruitment or development
- Respondent volumes
- Current assessment technologies
- Workload
- Cost
- Quality of hire/retention



Introduction to Coast

- Criterion Online Assessment & Selection Technologies
- Platform of integrated assessments
 - CAL Online
 - Criterion Online ability tests
 - ApplyCriterion
- Based on 18 years of development
- Psychometric qualities; yadda-yadda



Introduction to CAL

- Criterion Attribute Library
- Library of 46 scales
- Create your own personality questionnaire by:
 - Specifying questionnaire name and profile-chart headings
 - Selecting your scales
- Generates a range of reports
 - Interviewer, expert, non-expert, development guidance etc



Activity 1

Create a custom personality questionnaire



Creating a custom personality questionnaire

- Recruitment scenario and development scenario
- Use custom headings
- Select scales
- You've got 10 minutes!



Activity 1

Discussion and best practice tips



Activity 2

Create job-matching scores



Creating job matching scores

- Work with the questionnaire you created in activity 1
- Specify job-matching scores for each scale
- You've got 10 minutes!



Activity 2

Discussion and best practice tips



Client FAQs

- Cheating
- Access
- Disabilities
- Backup
- Integration
- Employer brand
- Web 2.0



Session follow-up

- Our Coast party exhibition stand
- Candidate experience
- Coast accreditation
- Sample reports from today's session