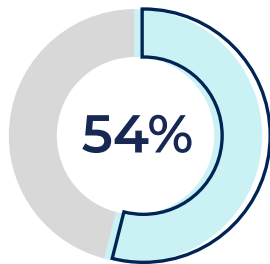


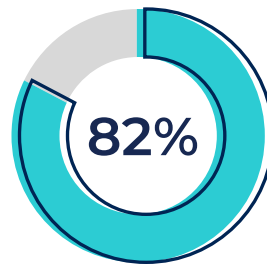
# Make Better Talent Decisions with Pre-Employment Assessments

## BETTER QUALITY OF HIRE

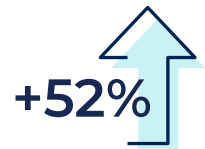
Increased hiring success rate



National Average<sup>1</sup>



With Criteria's Pre-Employment Tests<sup>2</sup>



Use our tests to increase your hiring success rate by 52% vs. National Average

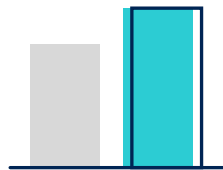
1. Leadership IQ Study  
2. Based on Case Studies done by Criteria.

## HIGHER PRODUCTIVITY

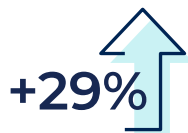
Increased productivity and sales



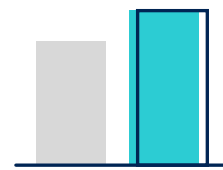
Those who pass our tests are **29% more productive** than those who don't



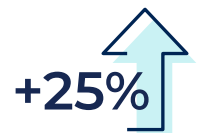
PRODUCTIVITY



Salespeople who pass our tests generate **25% more sales** than those who don't

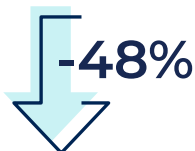


SALES



## LOWER TURNOVER

Reduced turnover cost



Our tests have been shown to **reduce turnover by 48%** on average, in high turnover environments.

US Department of Labor Estimated Cost of Turnover



**30%** of first year salary for the role



**20%** for hourly positions

For a salaried worker making \$45k (average income) per year, the cost of turnover is about \$13,500 for each lost employee.



# Hire Smarter with Criteria



Average length of testing:  
**35 min**



Average number of tests taken per event:  
**2.3 tests**

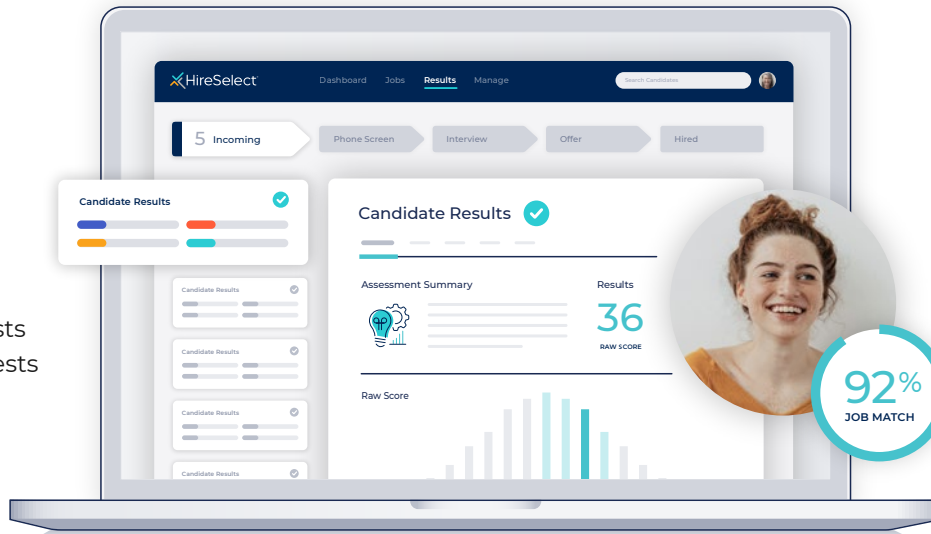


**WHEN TO TEST:**  
70% of our customers use tests near the beginning of the hiring process, prior to in-person interviews



## MOST COMMONLY USED TESTS:

94% Cognitive Tests  
91% Personality Tests  
72% Skills Tests



**82%** of companies use some form of pre-employment tests

Cognitive aptitude is one of the most accurate predictors of job success:

**2x** more than interviews  
**3x** more than experience  
**4x** more than education



## How Our Customers Feel About Us



**68**  
Net Promoter Score



**96%**  
Customer Satisfaction