



# A Better Way to Hire and Develop Talent

Unlock the potential of your candidates with assessments, interviews, and development tools, all within an easy-to-use platform backed by validated science.



## > Assess

Identify high-potential candidates

## > Interview

Make interviews faster and fairer

## > Develop

Build high-performing teams

## > ASSESS

# Better talent starts with better insights

Get clearer insights about your candidates with the most robust and comprehensive portfolio of assessments, designed and validated to drive tangible results.



### Cognitive Aptitude

Uncover candidate potential with one of the best predictors of success.

#### Measure:

- ✓ Problem solving
- ✓ Attention to detail
- ✓ Learning ability
- ✓ Mechanical reasoning

### Personality

Assess work styles, preferences, and behavioral tendencies

#### Measure:

- ✓ General personality
- ✓ Sales or customer service fit
- ✓ Job fit and organizational alignment

### Emotional Intelligence

Find candidates who have the empathy and emotional skills to succeed at work.

#### Measure:

- ✓ Emotional perception
- ✓ Emotional understanding
- ✓ Emotion management

### Risk

Identify candidates who are conscientious and reliable.

#### Measure:

- ✓ Integrity/honesty
- ✓ Ability to follow rules and procedures
- ✓ Attitudes towards safety

### Skills

Assess basic skills acquired through past experience.

#### Measure:

- ✓ Job readiness
- ✓ Basic computer skills
- ✓ Microsoft Office
- ✓ Typing and Ten Key

### Trust Us to Deliver

Our customers have achieved:

**65%**

reduction  
in turnover

**7x**

more revenue  
from sales

**50%**

improvement  
in time to hire

**90%**

hiring  
success rate

## A candidate-friendly experience

### Mobile-friendly

Attract more candidates and increase accessibility by reaching candidates right on their mobile devices.

### Game-based assessments

Take the candidate experience to the next level with short, fun, and engaging mini-games.

### Brand-Positive

Showcase your company culture to candidates by incorporating custom branding and immersive video.



**96%**

candidate  
satisfaction rating

## > INTERVIEW

# Better interviews for everyone

Get to know your candidates with seamless interview tools that help you plan, organize, and conduct structured interviews, all in one place.

### Two Powerful Solutions:

#### Video Interviewing

Meet candidates at scale with one-way, pre-recorded video interviews and scenario-based assessments.



#### Live Interviewing

Plan, organize, and conduct live structured interviews with a solution that enhances your existing process.

## > DEVELOP

# Don't just hire great talent. Develop™ it.

Develop™ is a talent development tool that equips every member of the team with development resources to accelerate their performance, all within the Criteria platform.

### Measure and Diagnose:



#### Employee Sentiment

Measure and track employee sentiment and team health with TEAMscan.



#### Personality Assessment

Unlock personality insights for every member of the team, plus team dynamics.



### Empower and Thrive:



#### Personalized, AI-powered Coaching

Get targeted, on-demand coaching from Coach Bo.



#### On-Demand Skills Library

Access a comprehensive skills library for improving teamwork.

## Rigorous science that drives performance

Our stringent scientific standards are backed by leading scientific experts in I/O psychology. We rigorously validate our tools to predict job performance, allowing us to consistently deliver results for leading organizations around the world.

60+ million  
tests administered

3+ billion  
item responses

15+ years  
of accumulated data



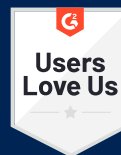
## Discover what all the fuss is about

### Award-Winning Customer Service

68 Customer NPS  
96% Customer Satisfaction

### User-Friendly and Flexible

Unlimited Testing  
Unlimited Users



### Seamless Integrations

Our talent platform integrates seamlessly with a wide range of ATS and HRIS platforms. Here's just a sample of our integration partners.

 SmartRecruiters  greenhouse  bamboohr  JOBVITE  icims

## Who we are

Criteria's science-based assessments, interviews, and employee development resources empower companies of all sizes to hire and develop top talent. Uncover valuable insights throughout the employee journey with a user-friendly, comprehensive suite of tools, thoughtfully designed to help companies make better talent decisions, faster.



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