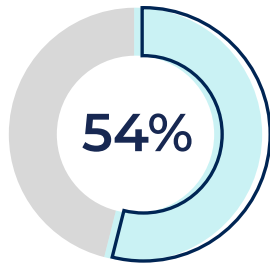


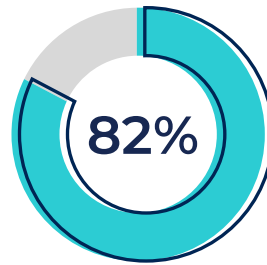
Make Better Talent Decisions with Pre-Employment Assessments

BETTER QUALITY OF HIRE

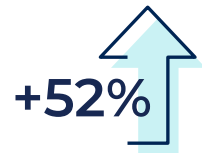
Increased hiring success rate



National Average¹



With Criteria's Pre-Employment Tests²



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

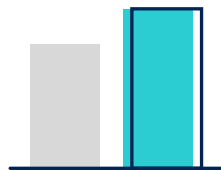
1. Leadership IQ Study
2. Based on Case Studies done by Criteria.

HIGHER PRODUCTIVITY

Increased productivity and sales



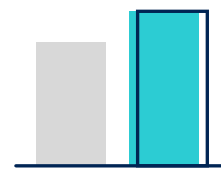
Those who pass our tests are **29% more productive** than those who don't



PRODUCTIVITY



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

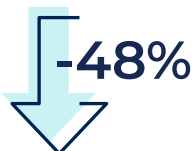


SALES



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:

1.6x more than unstructured interviews

4x more than experience



How Our Customers Feel About Us



68
Net Promoter Score



96%
Customer Satisfaction