

Introducing Questionmark

We enable employers to make good people decisions, to unlock the value of their business and their people. These are based on assessments which give a clear picture of their capabilities.

Decisions matter. So the decision-making process should be informed and defensible. Organizations that are serious about getting the best out of their people and process need to be serious about assessment. That way employers and employees can learn, adapt, and improve the decisions that matter the most.

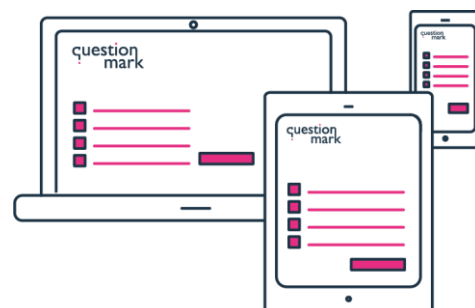
We help ensure these critical decisions are based on valid, reliable, and fair assessments, which can also be defended.

Staff assessments make a real and lasting difference to an organization's performance. Studies show that after introducing assessments, 58% of companies see an increase in employee retention, 58% in productivity and 60% in customer satisfaction.

Questionmark can partner with teams and functions across the business.

Companies that introduce assessments:

- 58% see an increase in **employee retention**
- 58% see an increase in **productivity**
- 60% see an increase in **customer satisfaction**



Senior Managers



- Boost performance and revenue by upskilling staff and increasing effectiveness
- Build trust with customers and consumers and satisfy the needs of regulators
- Map risk across the organization by testing gaps in staff knowledge
- Standardize and optimize people decision-making processes in pre-hire situations, when promotions take place and when teams are put together for optimal performance

Sales and Marketing



- Test and improve product knowledge among sales teams
- Assess awareness of policies and practices
- Obtain a clear view of areas of strength and weakness across the sales and distribution channel
- Ensure that sales & marketing personnel clearly understands and can articulate value propositions
- Validate that sales teams are clear on company USPs

Human Resources



- Improve quality of hire through pre-assessments
- Analyze and monitor underperforming functions
- Maximize team and workplace efficiency
- Guide in promotions
- Ensure that pre-hire and promotion programs are defensible

Compliance



- Satisfy regulatory requirements by auditing staff competency
- Reduce risk of regulatory errors and fines
- Identify risk areas and problems in time to deal with them