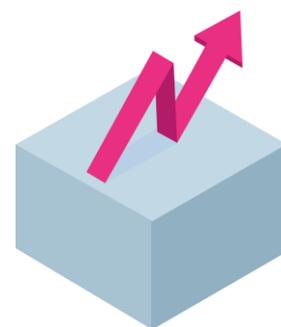# Why do staff assessments matter?

In recent years, relying on robust data has transformed decision making across businesses and organizations. Too often, however, employers lack the fair, valid and reliable information to make effective decisions on their most important asset, the people they employ.

Regular testing and assessment of employees can reveal where strengths and weaknesses lie across the workforce. Training and interventions can be tailored, and the effectiveness of those measures can be tested by further assessment.

The information from staff assessments can:

- **Improve the quality of hire** – after implementing assessment technology, 76% of corporations have seen an increase in the quality of hire.

- **Build trust and increase revenue** – setting up rigorous programs to assess and award team members based on skills boost revenue.

> 76% of corporations see an increase in the quality of hires after implementing assessment technology

- **Ensure new starters hit the ground running** – managers can proceed with confidence that the new employee is ready to carry out important tasks.

- **Increase product expertise** – as new products and upgrades come online, managers must be sure their front-line staff understand the detail.

- **Deliver meaningful training** – ineffective training leads to errors and confusion.

- **Reduce risk** – mistakes cost money, time, reputation, and competitive advantage. Once employers are sure staff understand the rules, mistakes can be avoided.

www.questionmark.com

USA
35 Nutmeg Drive, Suite 330
Trumbull, CT 06611

+1 (203) 425 2400
(800) 863 3950

UK
Moor Place, 1 Fore Street
London EC2Y 9DT

+44 (0) 20 7263 7575
0800 731 5895

Germany
Hopfenstr. 8,
80335, Munich

+49 (0) 89 220 61272

Why Questionmark?

Once employers know they need to assess their staff, some may choose a 'good enough' solution, such as pen and paper, a learning management system (LMS) or another basic software tool.

However, these solutions do not maximize the potential of assessments. In the short term they can be time-consuming, difficult to operate and create inefficiencies.

In the long run, employers may not be testing the knowledge or skills to the scale needed to do their job properly. Results are hard to compile and analyze. It is difficult to take relevant action as a result of the assessment.

- **Reduce logistical headaches:** assessments can be taken at anytime, anywhere in the world, saving logistical costs of bringing everyone physically together.

- **Guard against cheating:** because of our randomized question feature, no two students need ever sit the same test. As a result, no one is advantaged by having been briefed on upcoming questions by a previous candidate. We also have a range of additional security features for high-stakes assessments.

- **Make it straightforward and easy to use:** employees find the platform easy to use.

- **Develop instant results and analysis:** our results analysis make it easy to spot trends and patterns across teams and business functions.

- **Develop a variety of assessment:** the diversity of question types available make it possible to create assessments for a variety of purposes.