



High Street Fashion Retailer Case Study

The Challenge

Our retailer client was experiencing problems with recruiting for their IT roles. Their initial screening was based on CVs and application forms, but the quality of candidates progressing to the assessment centres was often dissatisfying. They were also struggling to attract and retain female applicants.

The Solution

Our team of Business Psychologists identified what good looks like in the role, and found that Attention Control was a key predictor success - widely overlooked in the selection process and hard to measure with traditional assessment tools. We also found that females tend to score higher, on average, than males on this trait.

We included Attention Control alongside other relevant traits in our selection algorithm which predicted future success with 93% accuracy, without any adverse impact.

The Results

Conversion rates at assessment centres increased by 75%

120% increase in female applicants without additional marketing spend

95% of candidates enjoyed the processes and felt more excited to work for the employer.