



ARCTIC SHORES
Seeing more in people

See more in people, with Arctic Shores

An assessment that gives **every individual** the opportunity to show their potential – and **every employer** the means to see it.



Welcome to assessment's new frontier

If you're reading this, you're already looking for ways to build extraordinary teams.

But today, that means going beyond the *ordinary measures*. It means **seeing more in people**.

That's where our assessment comes in – putting human *potential* in your hands, by measuring every candidate's unique behaviour and natural strengths. For faster, fairer, *better* selection, every time.

Use the Arctic Shores assessment to...

- ✓ Find incredible people
- ✓ Excite your candidates
- ✓ Assess & progress fairly
- ✓ Cut turnover costs



“
The resounding success has been phenomenal – and I do genuinely use the word phenomenal.
”
Marcelle Foxcroft,
Head of Resourcing, AXA UK

”
Arctic Shores are allowing us to dare to be different.
”
Andrew Porter,
Group Resourcing Director, Capita

How our behaviour-based assessment works



What's our behaviour-based assessment all about?

It's a new way to discover which candidates were made for your role, culture, or both. We've designed it so that you'll never miss out on incredible people again.

Tasks, not questions

We've built the assessment as a series of *online tasks*, instead of questions. Yep – no questions at all. These tasks capture your candidates' unique behaviour and natural strengths in action. This includes traits like:

- **Creativity**
- **Learning agility**
- **Resilience**

...and dozens more besides.
All in under 45 mins.

Matching behaviour to opportunity

Then, we automatically compare that insight to your **Fit Profile** – a list of behaviours linked to success in your role or culture. What emerges is a rich picture of every candidate's truest potential to thrive in your business. Goodbye gut feel, goodbye guesswork.

Actionable insight

Comparisons made, you'll then see all that insight represented in *just one number*, for every candidate. This is their **Fit Score**. Use this powerful data point to rank your candidates, screen them faster, and hire the right people in the right way.

The benefits of behaviour-based assessments



The calibre was very high – so much so that we would happily employ at least 6 of the 12 candidates we saw. This really showed that Arctic Shores was successful in identifying the right fit!

Business Transformation Director, Kantar



Know their authentic potential

Engaging, intuitive tasks prompt your candidates' unique behaviour, and measure their natural strengths in action.

With **no right or wrong**, and no knowledge needed, candidates can truly be their authentic selves.

Take faking out of the equation, by asking no questions at all.

Measure what matters

Measure only the behaviours **proven to make a difference** in your role or culture. Forget the rest.

Keep it consistent, from one hiring manager to the next, with our dedicated **Fit Profiles**.

See beyond skills and experience, **beyond the CV**, and screen for potential alone.



More benefits...

Level the playing field

Put gender, ethnicity, age, background and neurotype aside, with objective behavioural insight. **For diverse, dynamic teams.**

Leave **no room for natural bias**, by taking manual CV review out of the equation.

Prevent gut feel at interview, with **interview guides** built just for you.



I think the beauty of the behaviour-based assessment is that no-one is excluded. It's assisting us in terms of diversity, both in terms of BAME and gender.

Kerry Sneddon,
Early Years Programme
Manager, Arcadis

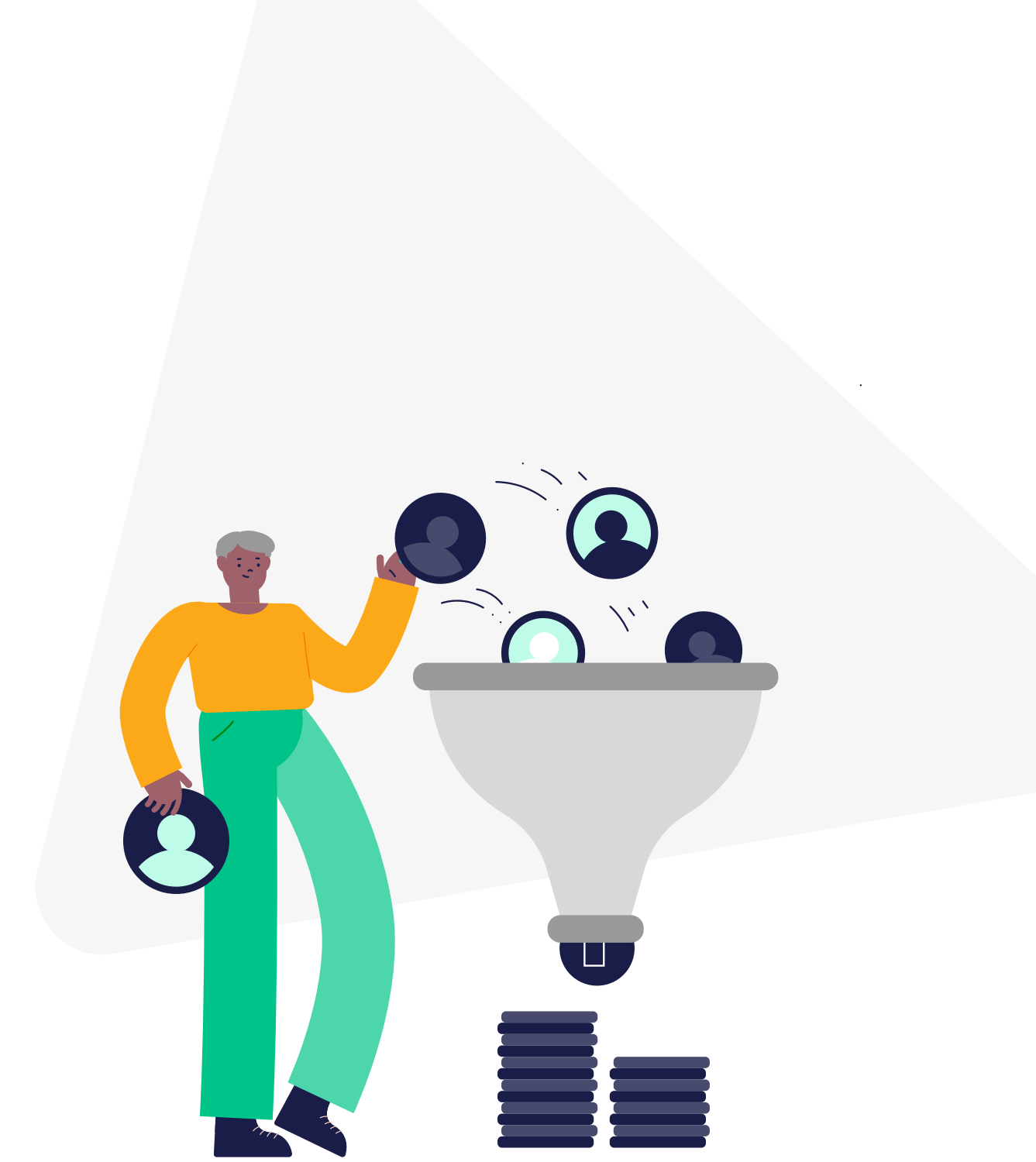
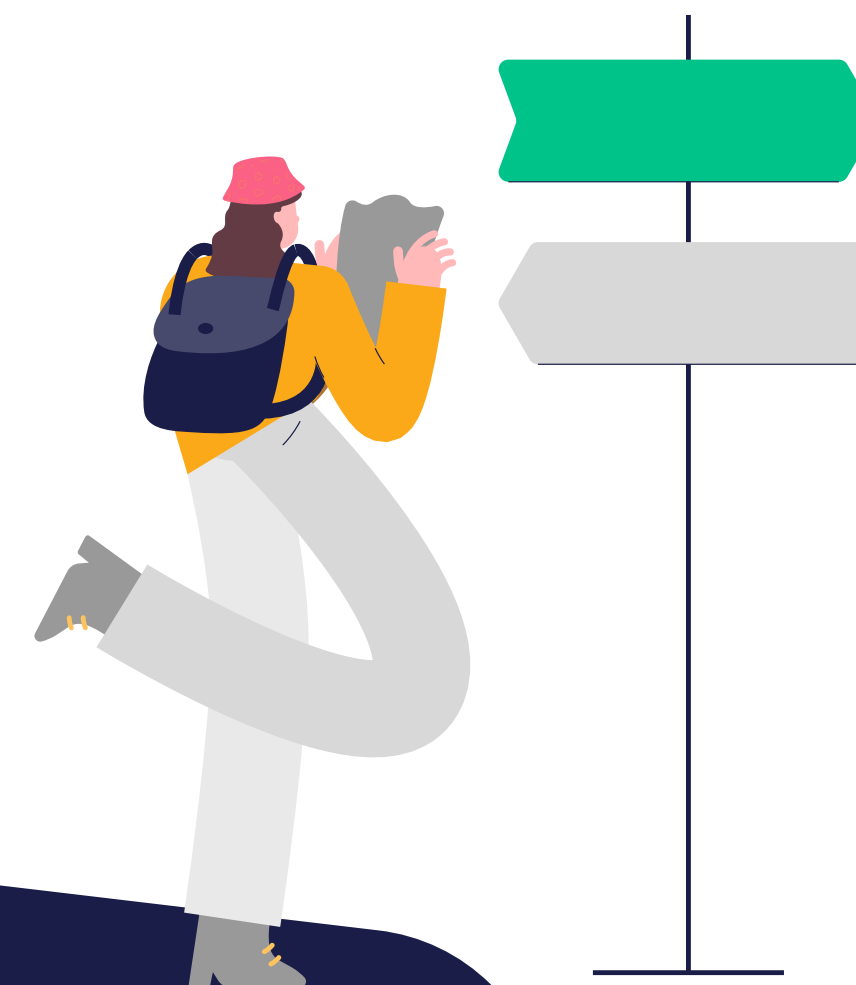


Keep great candidates in your process

With no questions, **candidates face less anxiety** and are less likely to drop out.

Boost your employer brand, with an engaging, intuitive, *enjoyable* online experience.

Reward every candidate with their own unique feedback report. For instant self-discovery.



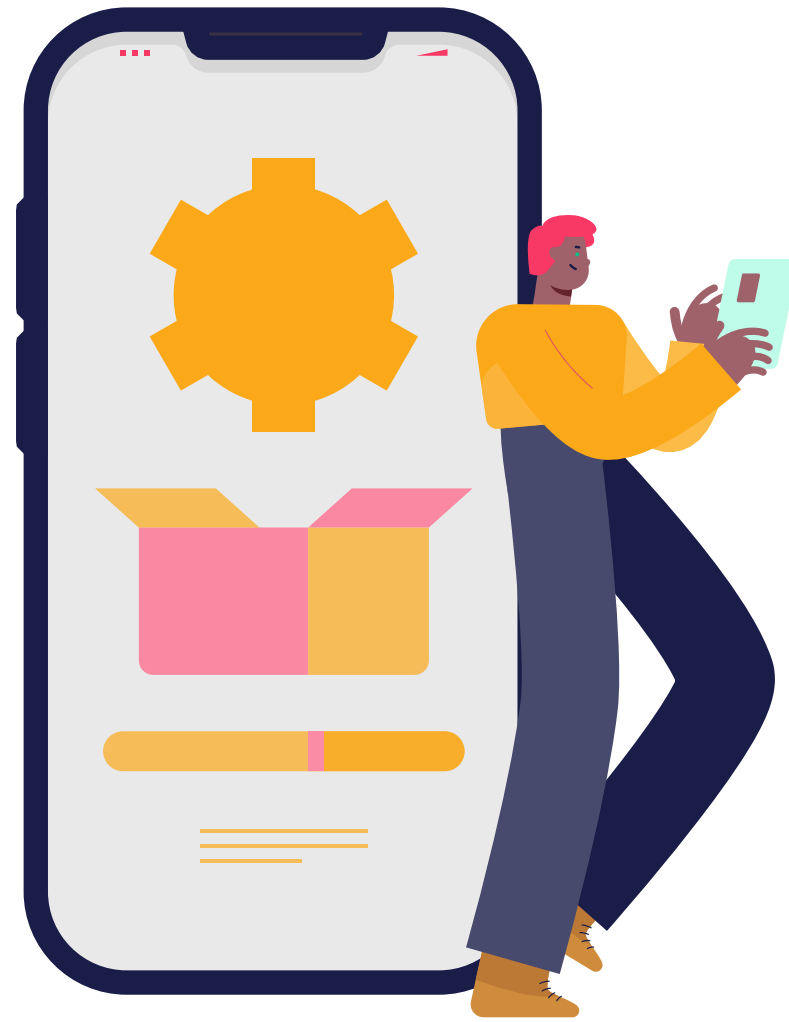
Screen at scale, fast

Comfortably **screen thousands of candidates** with no manual legwork.

Unlock **instant access** to behavioural insight. Most candidates complete in under 24 hours.

Rank candidates on just one objective data point, based on our **comprehensive Fit Score.**

Features that make a difference



Engaging, intuitive tasks

Harness **decades of neuroscientific theory**, in a series of up to eight engaging tasks.

Measure multiple behaviours simultaneously – making it almost impossible to fake.

Reasonably adjusted for most physical impairments and disabilities – so everyone gets their shot.

Fit Profiles

Never lose sight of what “good” looks like. This **consistent framework** gives your candidates the equal shot they deserve.

Developed **alongside you**, for a profile that matches your role or culture to the letter.

Tweak and adapt your profile alongside your needs – for **long-lasting, scalable value**.



Fit Score

Know true potential when you see it, by representing all the insight in just one number.

See at a glance how a candidate fits your role, culture, or both.

Compare, rank and screen your candidates **faster than ever**.

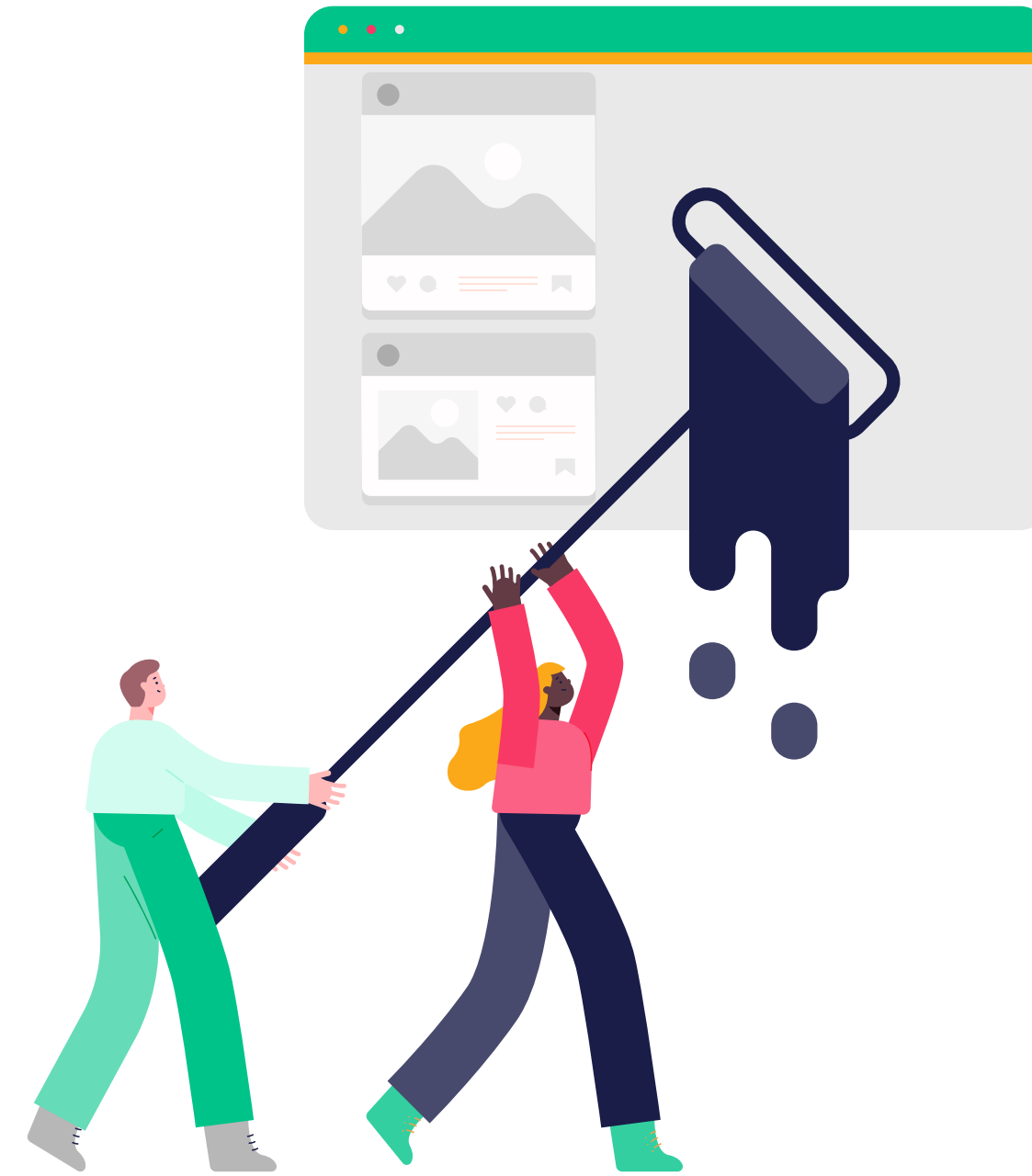
More features...

Candidate report

Be one of just **7% of employers** that gives every candidate useful feedback.

Reward them with true behavioural insight – so they can know themselves better, whether they're successful or not.

Make your process memorable – for all the *right* reasons.



Customer branding

Take our assessment and **make it yours**, with a host of branding options.

Incorporate **logos, brand colours** – and even your own **illustrations**.

For a process that's **consistently** branded, and consistently **unique to you** as an employer.

Arctic Shores API

Integrate your ATS into our open API, for a smooth process that suits how you work.

Once you're integrated, enjoy **instant access to behavioural insight** on every candidate, all from your ATS.

Automate the whole process, from candidate invites to reporting and feedback.



Where the assessment fits into your process

Where does the assessment fit into my process?

Our assessment can fit into your process in two ways:

Right at the start: screening, but better

Use our assessment right after your initial application stage, for screening that's faster, fairer and more predictive than ever.

- **Objective behavioural insight** means less time manually screening CVs
- Perfect for **early careers** or **high volume** hiring
- Consistently find and progress the **incredible people** you need most.

A bit later on: informing better interviews

Pair our assessment and Interview Guides, for interviews that are free of gut-feel, and consistent from one hiring manager to the next.

- See every candidates' **unique development areas**, based on their assessment responses
- Explore where you need to, with **interview questions** tailored to your role or culture
- Interview every candidate consistently and fairly, with a **simple scoring system**



Case study: AXA cuts turnover & saves £2.5m by seeing more in people

✓ Hires per year:
2,000-2,500

✓ Cost savings:
£2.5m

✓ Positive candidate feedback: **92%**



The resounding success has been phenomenal – and I do genuinely use the word phenomenal.

Marcelle Foxcroft,
Head of Resourcing, AXA UK



AXA's three distinct challenges:

- **Fit & turnover** – Over one third of new contact centre hires would leave within the first year. AXA consistently struggled to find the right people for these teams.
- **Insight** – Decisions weren't rooted in enough objective data on candidates' potential, in what was previously a fairly "traditional" process.
- **Consistency** – The effectiveness of AXA's selection process was often "very much down to the capability of the hiring manager", leading to inconsistent results.

The solution:

To dig deeper and discover what "good" really looked like in AXA's contact centre roles, we set out on a four-step process:

- Job analysis
- High performer interviews
- Line-manager workshops
- Validation study (where incumbent role holders completed our assessment)

This process painted a clear picture of AXA's roles and its culture. Now, we could build **fit profiles** for their Claims Handler and Personal Advisor roles that measured both role suitability and cultural fit, simultaneously. All with one assessment, in under 45mins.

The results:

Engaging their insights team to investigate the outcomes of the programme, AXA found that hires made with our assessment:

Were 18% more likely to stay beyond a year. This reduction in turnover saved AXA **£2.5m** in costs over 12 months.

Took **41%** fewer sick days, saving **~£50k** more

Were more engaged, scoring higher in **eight of AXA's ten** Pulse survey categories

Were entirely representative, with a **50/50 gender split**

Undertook **double** the number of L&D programmes, and were more likely to be promoted.

Summing up

In short...

Assessment is no longer just about skills and experience. To truly predict how people will perform, you need to see more. Our behaviour-based assessment is the best way to finally see beyond the CV – to measure candidates' truest potential to thrive in your role, culture, or both.

So, if you believe that all human potential is worth knowing, it's time we had a chat. Together, let's see how the assessment can make your hiring fairer, faster and better.

About Arctic Shores

Since its launch in 2014, Arctic Shores' pioneering behaviour-based assessments have improved diversity and reduced time-to-hire and recruitment costs at organisations around the world. Its award-winning technology removes unconscious bias from recruitment, to help companies to see beyond the CV and create truly inclusive hiring experiences.

Arctic Shores has provided a unique, stress-free and unbiased experience for nearly two million candidates, with existing clients including PwC, Siemens, Capita and the Ministry of Justice. Co-headquartered in Manchester and London, Arctic Shores employs 60 people supporting customers globally.

It continues to grow following a \$5.5m September 2019 funding round led by Beringea, with investors also including Candy Ventures.

The company is a member of the Deloitte Fast 50, and was included in Tech Nation's Upscale 2020 programme, comprising 30 of the UK's most promising tech companies.

For a bit more about Arctic Shores, check out: www.arcticshores.com

