emmersion

Utilizing Automated Language Testing to Hire and Retain Top Performers

Poll

Which would you say is the most difficult part of your hiring process?

Why a Focus on Language Testing Is So Important

The Challenge of Human Raters

X 30-60 minute interview

X 48+ hours for results

X Inherent human error and bias

X Inconsistency across raters

X One interview at a time (not scalable)

X Interviews are time-intensive and expensive

Challenges

companies face in evaluating language ability

1 Biased and subjective language evaluations

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- Hired untrained, low-wage labor to cut costs
- Ratings were inconsistent and unreliable
- Ratings were used for promotions and raises

2 **Slow results and bottlenecks**

Armatis

- Were waiting up to 72 hours to get results back
- Bottlenecking restricted scalability
- Were losing applicants to competition due to a slow process

3 **Difficulty meeting client expectations**

- Struggled answering language ability requests on RFPs
- Inability to meet client's hiring needs
- Low retention due to unqualified talent

How Technology Helps

1

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Problem

Biased and subjective language evaluations

Solution

An objective and unbiased third-party solution with immediate, accurate results

Outcome

Increased retention up to **20%** due to increased confidence and trust in the fairness of the language evaluation process

2

Armatis

Problem

Slow results and bottlenecks

Solution

15-minute AI language assessment with immediate, accurate, objective results

Outcome

Testing is completed in **15 minutes with immediate results**, allowing Armatis the ability to extend **same-day offers**

3

FOCUS SERVICES

Problem

Difficulty to meet client expectations

Solution

A quick and reliable assessment with immediate and objective results

Outcome

Increased **client satisfaction** with language certifications and executing on volume hiring requests (while reducing turnover)

Human Raters vs Automated Testing

Human Raters	Automated Testing
● 30-60 minute interview	● 15-minute cloud-based test
● 48+ hours for results	● Immediate results
● Inherent human error and bias	● 95% accuracy and removal of bias
● Inconsistency across raters	● Consistent rating every time
● One interview at a time (not scalable)	● Can test hundreds—even thousands—at one time
● Interviews are time-intensive and expensive	● Automated, Fast, and cost-effective

What is Emmersion?

The Vision

To prove language ability and unlock better opportunities for people

The Technology

An AI assessment engine to certify the language ability of your team

Brigham Tomco   **Dr. Jacob Burdis**

6 million people certified

700+ companies worldwide
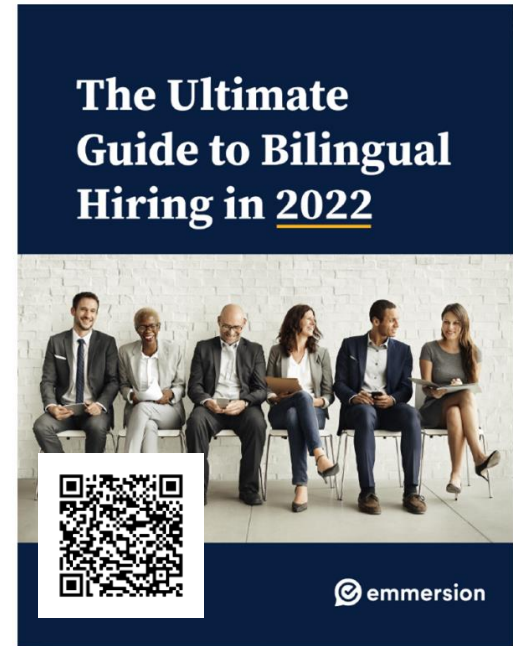
150 countries

9 languages

Next Steps for You

Hiring Process Evaluation Checklist

1. How long does your hiring process take?
2. Are you screening for language ability?
3. If so, how are you currently screening for language ability?

The Ultimate Guide to Bilingual Hiring in 2022

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Feel Free to Reach Out!

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Thank You!