

# CASE STUDY

# wetherspoon

## BESPOKE ONLINE ASSESSMENT

### BACKGROUND

J D Wetherspoon is one of the UK's leading pub chains and each year they are faced with sifting over 300,000 applicants to pub staff vacancies across the country. They required a time and cost effective tool that would sift applicants, raise the calibre of candidates invited to interviews, attract the best candidates to the job, and predict effective performance.

Wetherspoon believe that an integral part of a successful assessment system is ensuring that the individual has the right values, attitudes and motivations for the role.

Having had extensive experience of providing high volume online assessment services for other large clients within retail and hospitality, Criterion Partnership could provide a bespoke solution that was both cost effective and efficient.

### OUR APPROACH

Criterion Partnership set out to design and develop an online assessment process to effectively sift out the applicants most suited to working with Wetherspoon. The online assessment was to:

- Include SJT, ability, and personality assessments bespoke to each role
- Employ psychometric tests that communicate positive messages about the Wetherspoon brand
- Be a part of a seamless, friendly and engaging candidate journey
- Integrate with the existing online application process
- Increase the calibre of candidates at interview and
- Have a positive effect on performance and retention in the role
- Significantly reduce time and workload associated with sifting of applicants
- Be cost effective

To do this Criterion Partnership sought to thoroughly understand the pub chain as well as the individual roles. This was done through conducting a number of staff focus groups and interviews, and by observing staff at work in a cross section of pubs across the country.

Criterion fed back their findings to Wetherspoon and used this knowledge to create a bespoke personality profiling assessment for each role, as well as numerical, verbal and situational judgement tests all specific to a job with Wetherspoon.

The assessments were developed to utilise Criterion's online testing platform Coast with a bespoke system 'skin' to be used for the online assessments. This was developed to keep the Wetherspoon branding and identity consistent with pre-existing aspects of the application process. The Coast system fully integrated with the Wetherspoon online application form and Applicant Tracking System to provide a seamless candidate experience.

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## THE RESULTS

The assessments were trialled internally by current Wetherspoon employees to validate the tests and provide valuable data for comparing applicants. The assessments and tests received extremely positive feedback from Wetherspoon employees, praising the assessments as engaging and realistic.

**System Launch:** With the assessments finalised, Criterion provided easy to understand system instructions for managers to be able use the assessments and the system-generated candidate reports to guide their interviews and their hiring decisions. The assessments went live for applicants in May 2012, with further validation assessments to follow at the start of 2013 to ensure the assessments are maintaining a high standard.

### wetherspoon jobs

#### Scenario 2

There is a new member of staff working with you in the Kitchen today and you have noticed that they are struggling to keep up with the pace of preparing orders. The new staff member is working on the salad station and a few orders have been slightly delayed through waiting for the salad garnish. What do you do?

- Tick the approach to this scenario that you think is the most effective
- Tick the approach to this scenario that you think is the least effective

Approach	Most effective	Least effective
Step in and help finish off the salad parts of the food orders.	<input type="radio"/>	<input type="radio"/>
Move the new staff member to a different station.	<input type="radio"/>	<input type="radio"/>
Ask the bar staff to tell customers that food may be slightly delayed.	<input type="radio"/>	<input type="radio"/>
Ask the new staff member to pick up their pace.	<input type="radio"/>	<input type="radio"/>
Remind the new staff member how to prepare salads quickly.	<input type="radio"/>	<input type="radio"/>



#### Instructions

- Tick the approach to this scenario that you think is the most effective
- Tick the approach to this scenario that you think is the least effective

The time you have left is shown below.

Time remaining  
**9:22**

If you exit this test before attempting all the questions you will need to contact Criterion Partnership Ltd to have your assessment reset. Instructions for the reset process will be provided.

### wetherspoon

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Accessibility

#### What JD Wetherspoon say:

*"At Wetherspoon we deal with anything up to half a million applications from candidates each year. We needed a robust solution that would really help us select the best candidates to work in our busy pubs...that's where Criterion Partnership came in. Through extensive research – meeting and observing our staff in their roles, Criterion Partnership designed and implemented a suite of online tests, tailored specifically for us.*

*Not only have they transformed our recruitment process and allowed us to improve the quality of hire, but they are truly fantastic to work with, helpful...friendly...flexible, the list goes on!"*

**Laura Purvis, Recruitment Manager**

*"Quality of the test was great!... The system was easy to use, easy on the eye and the instructions were clear."*

**Current staff member during trial**

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**CRITERION  
PARTNERSHIP**  
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