

CASE STUDY

BESPOKE ONLINE ASSESSMENT DESIGN



BACKGROUND

Argos is a successful, well known household retailer with over 700 stores throughout the UK and Republic of Ireland, where they employ approximately 33,000 people across the business.

Argos identified the need for a second stage sift for three different Store Manager roles after candidates had met the minimum standards of the roles through application form.

With Criterion's extensive experience in online retail recruitment and selection, Argos chose Criterion Partnership to provide them with an online assessment system. Criterion worked with Argos to identify the following objectives:

- To be effective and efficient with their retail management recruitment
- To provide three different Store Manager roles with results and outputs that will support and add value to their recruitment efforts
- To enable Argos to lift the calibre of candidates coming through to the interview stage
- To assess candidates based on their values and key leadership qualities
- To be a seamless candidate journey
- To be easy to use for the recruiter
- To contain buy-in from the rest of the business

OUR APPROACH

In order to ensure a seamless candidate journey that raised the calibre of Store Managers coming to interview, Criterion Partnership first conducted a series of stakeholder interviews and focus groups, to thoroughly understand the individual roles before successfully completing the following:

- A verbal and numerical reasoning test for each role based around a relevant retail theme
- A bespoke personality questionnaire for each of the three individual Store Manager roles
- A bespoke system which integrated the personality questionnaire and ability tests so that candidates only need to visit one site
- The system was created to automatically assign the correct assessments to candidates depending on the role
- The system used Argos themes and logos to be in keeping with the employer branding
- Familiarisation sessions with regional area managers were set up in a addition Criterion Partnership developed a support pack for stores using the system outputs

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THE RESULTS

The tests were trialled on existing Store Managers to guarantee the tests were statistically robust and to also get feedback from the test takers more generally. The tests received great feedback from the test takers and the regional managers; subsequently this was rolled out to the business in 2010.

As a result of the success of the system, parallel versions were created for Sales Consultants and the system is also used for Head Office roles at Home Retail Group.

The screenshot shows a web browser window displaying the Argos logo in the top left corner and an "Accessibility" icon in the top right. A red navigation bar contains the text "Apply to join Argos". The main content area is titled "Argos Online Management Exercises" and features a blue header for the exercise: "Wiredforsound.com – the new online music store".

Verbal test instructions

Use this verbal information to evaluate the statements which are presented underneath the text. You should give your answers according to these rules:

- ★ Click **True** if the statement is **True** from the information given.
- ★ Click **False** if the statement is **False** from the information given.
- ★ Click **Cannot Say** if you **Cannot Say** for certain from the information given whether the statement is true or false.

Time remaining
7:55

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

Wiredforsound.com – the new online music store

This month sees the launch of a new venture in online music services. **Wiredforsound.com** offers its customers the choice between a range of music downloads, mobile phone ring tones and conventional products like CDs and DVDs.

Unlike existing online music stores, **Wiredforsound.com** will exclusively offer music from unsigned and independent artists as well as established acts whose products are marketed by major record companies. Customers will be able to listen online to selections from unsigned musicians and download tracks free of charge. This reflects the **Wiredforsound.com** mission of supporting talented new acts in the early stages of their careers.

Wiredforsound.com also offers music from established artists, which customers can order online and benefit from big savings on high street prices. Sales of DVDs, CDs and other music products downloads from established artists help subsidise the free downloads of music by unsigned acts.

Rob Gordon launched **Wiredforsound.com** as a reaction to established record companies who in the past have operated a monopoly over music. They decided which music customers should listen to by restricting their marketing activities to safe acts. This has led to a succession of production line style popstars with little creativity and nothing new to say.

1. Many new pop-stars lack originality.

True False Cannot Say

2. Wiredforsound.com customers will not be able to buy DVDs or CDs from established artists.

True False Cannot Say