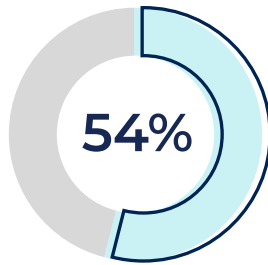


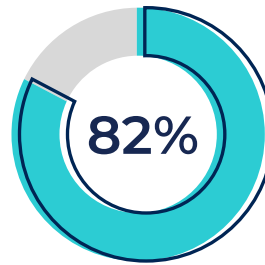
# Make Better Talent Decisions with Pre-Employment Assessments

## BETTER QUALITY OF HIRE

Increased  
hiring  
success  
rate



National Average<sup>1</sup>



With Criteria's  
Pre-Employment Tests<sup>2</sup>

+52%

Use our tests to  
**increase your hiring  
success rate by 52%**  
vs. National Average

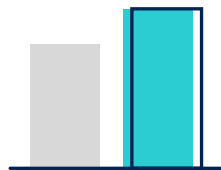
1. Leadership IQ Study  
2. Based on Case Studies done by Criteria.

## HIGHER PRODUCTIVITY

Increased  
productivity  
and sales



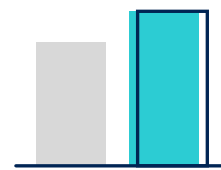
Those who pass our tests  
are **29% more productive**  
than those who don't



PRODUCTIVITY

+29%

Salespeople who pass our  
tests generate **25% more  
sales** than those who don't



SALES

+25%

## LOWER TURNOVER

Reduced  
turnover cost

-48%

Our tests have been  
shown to **reduce  
turnover by 48%**  
on average, in high  
turnover environments.

US Department of Labor  
Estimated Cost of Turnover



**30%**  
of first year  
salary for  
the role

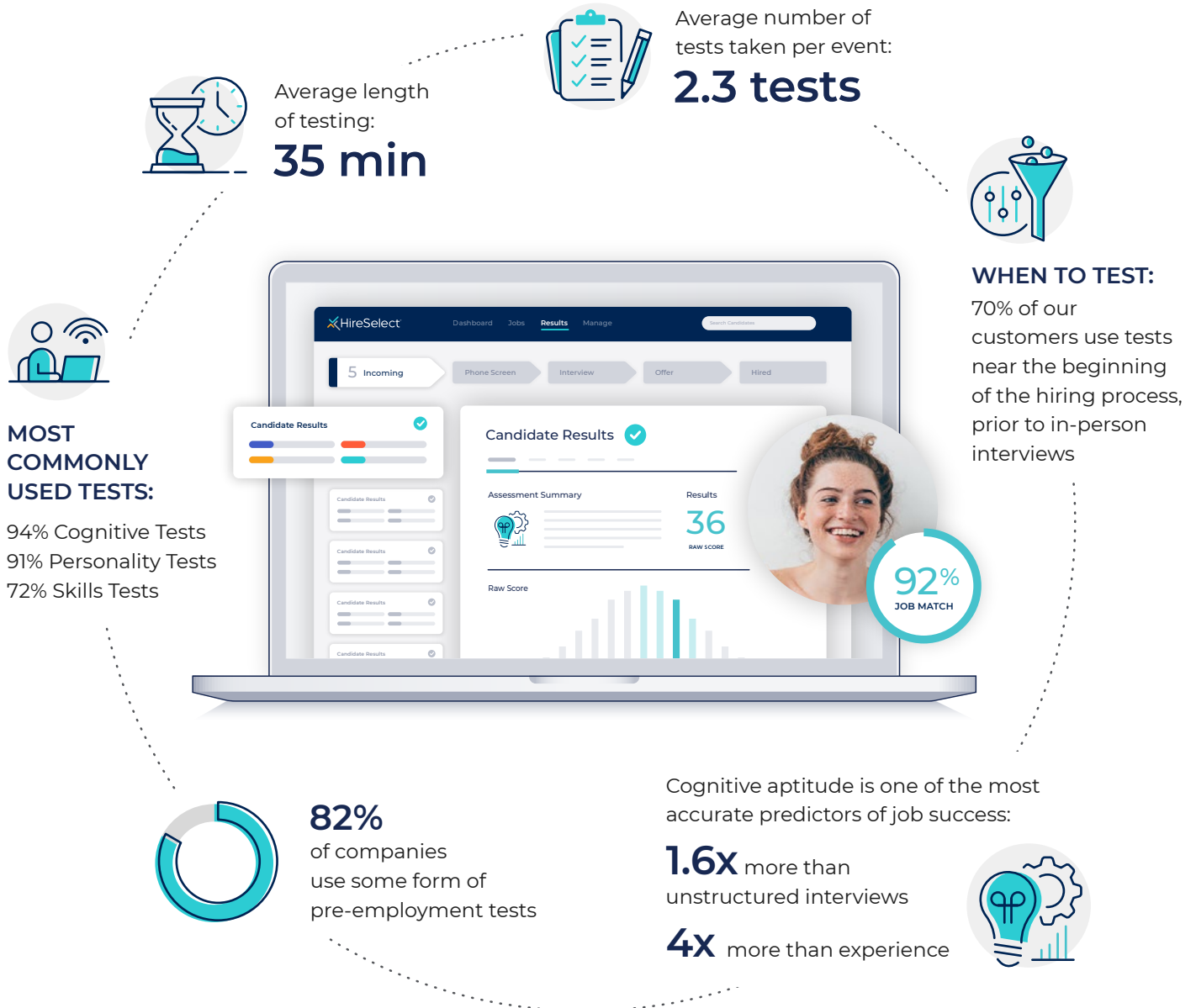


**20%**  
for hourly  
positions

For a salaried worker  
making \$45k (average  
income) per year, the cost  
of turnover is about \$13,500  
for each lost employee.

-\$13,500

# Hire Smarter with Criteria



## How Our Customers Feel About Us



**68**

Net Promoter Score



**96%**

Customer Satisfaction