Market Research for WisdomCircle

An analysis of service providers that offer psychometric assessments for personality, values and cognitive ability.

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Psychometric Assessments

can be divided into:

1. Personality Tests   *2. Cognitive Ability Tests*

- Gather information about feelings, behaviors, thoughts

- Predict thinking style, workplace relationships, task management, feeling, motivations

Challenges

- Lack objectivity and comprehensive insight into a person's psyche

- Lack reliability as it is possible for an individual to get different results each time

Therefore, assessments based on a few Personality Tests is reasonable. However, the primary focus may be on Cognitive Ability Tests.

Cognitive Ability Tests
What is it?

Also known as Aptitude Tests, they evaluate mental abilities like:

- Critical thinking

- Logical reasoning

- Verbal ability

- Problem solving skills

They assess how individuals use past experiences in new and novel situations.

Cognitive Ability Tests

They assess the following cognitive functions:

1. Core Brain Functions: Attention to detail, Memory, Perpetual speed

2. Fluid Intelligence: Abstract reasoning, Spatial reasoning, Creativity

3. Crystallized Intelligence: Numerical ability, Verbal ability, Data analysis, Critical thinking, Decision making, Problem solving

Let's discuss each function with examples from tests.

1. Core Brain Functions

Attention to detail, Memory, Perpetual speed

- Reduce errors in jobs that require higher levels of concentration

- Ensure that employee does not make too many mistakes and cross checks their work

- Tests include comparison-based questions on texts, numbers, images, visuals
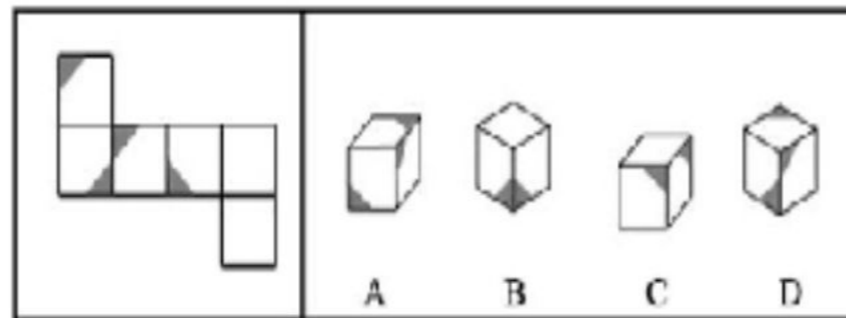
13	54	?
7	45	32
27	144	68

2. Fluid Intelligence

Abstract reasoning, Spatial reasoning, Creativity

- Helps in identifying logical rules, patterns and trends to formulate meaningful information to solve problems

- Enhances the ability to solve novel problems

- Increases the capability of integrating data logically to arrive at decisions

- Tests include The Raven's Progressive Matrices
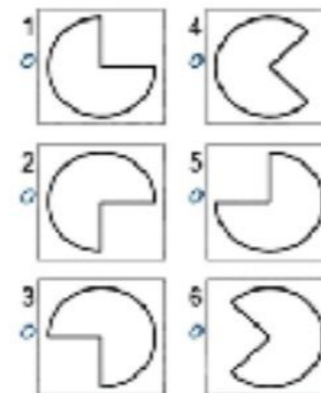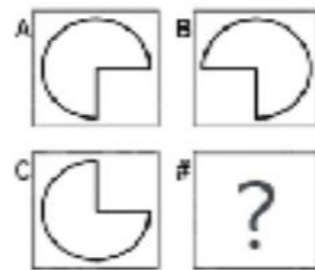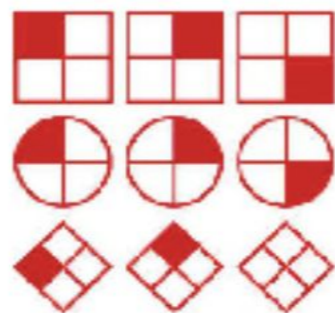
3. Crystallized Intelligence

Numeric ability, Verbal ability, Data analysis, Critical thinking, Decision making, Problem solving

- Interpreting and analyzing numerical data to draw out logical conclusions and make reasoned decisions in a business environment

- Deriving information for a business to monitor its progress and performance

- Efficiently collect, understand, study, and present data to solve problems

- Tests include Averages, BODMAS, Percentage

$$1 + 5 \times 6 - 3 + (4 - 2)$$
$$1 + 5 \times 6 - 3 + 2$$
$$1 + 30 - 3 + 2$$

I increase £200 by 50%.
Then, I increase the new amount by 10%.
What percentage of the original amount do I have now?

A   B   C   D

155%   60%   165%   330%

Is Mercer | Mettl a fit for WisdomCircle?

a deep-dive into the competencies of
Mercer | Mettl
www.mettl.com

TEST LIBRARY

Option 1: On Mercer | Mettl's own website

- An exhaustive Online Test Library is available on mettl.com

- Once logged in on Mettl's website, a candidate is validated via 3-point authentication to eliminate any risk of impersonation

- Manual and AI proctoring during online tests

- Secure Browser that restricts access to information during online tests
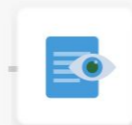
Simple Setup in 4 Steps

Step 1: Add test
Add this test your tests

Step 2: Share link
Share test link from your tests

Step 3: Test View
Candidate take the test

Step 4: Insightful Report
You get their tests report

TEST LIBRARY

a screenshot of the Test Library

Noteworthy Assessments

in Mercer | Mettl's suite of tests

- Remote Work Assessment

- Motivation Assessment: leadership motivation, career motivation, etc.

- Personality Mapping and Critical Thinking Tests: key personality traits to assess scientifically, problem-solving and decision making skills

- Assessing key skills like adaptability, accountability, planning and organization and collaboration with effective communication

API Integration

Question: Can Mettl integrate their Tests into WisdomCircle's website? Cost?

- Yes, they can.

- Mettl has APIs to integrate assessments into WisdomCircle's website

- However, Mettl was unwilling to share pricing without a company name and email, both of which I was unable to provide.

Other points to consider

- Tests can be customized

- Pricing is also customized

- India-based customer care (Phone: +919555114444)

- Accreditation from the American Psychological Association (APA) and Society for Industrial and Organizational Psychology (SIOP)

Client List (IT & Telecom)

More than 4000 clients worldwide

Other key service providers of Psychometric Assessments

iMocha

- Founded by Amit Mishra and Sujit Karpe in 2015

- Offers over 2500 AI-powered skill assessments along with personality and cognitive ability assessments

- Clients include several Fortune 500 companies with currently 300 clients including CapGemini, Hexaware, Jio, TCS, Fujitsu. Headquarters in Delaware, US and an office in Pune, India

Psychometrica

- Founded by Dr. Usha Rani Kalia in 1982, a psychologist and expert in psychometric testing, it was born from a genuine passion for developing assessments that went beyond simple surface-level skills or knowledge

- Relevant to diverse Indian positions, they offer customised assessments focusing on personality tests, cognitive abilities and job-specific skills

A comparison

- Mercer | Mettl
- iMocha
- Psychometrica

a comparison

Parameter	Mettl	iMocha	Psychometrica
Test Library	Limited skill library: 400+ job-based assessments compared to iMocha's 2,500+ skills.	Largest skill library: Over 2,500 skills including next-gen skills, covering diverse areas like IT, non-tech, and coding.	No skill library. Bespoke assessments created
Customizability of tests	Less flexible assessments: Primarily focuses on one skill per test.	Flexible assessments: Combine multiple skills (technical, functional, and soft) for a holistic evaluation	Create bespoke assessments tailored to specific roles and requirements.
Area of Expertise	Deep expertise in certain areas: Personality assessments (OPQ, MBTI) and cognitive ability tests. - 360-degree feedback and employee development tools.	Real-life simulations: Project-based assessments with application environments mimicking actual job scenarios	Recognized for their validated personality and cognitive ability assessments. - Experienced team: Experts in test administration and interpretation.
User-friendly interface	User interface: May be perceived as less intuitive compared to iMocha.	intuitive and easy to navigate for both test-takers and administrators	Limited online platform: Primarily test-based, missing features like simulations or gamification. Therefore, may be considered to be less user-friendly: Can be complex for administrators and test-takers.

Parameter	Mettl	iMocha	Psychometrica
Compliance	Strong compliance, validation and adherence to international standards and has rigorous test validation processes	Fewer compliance and validation reports: Might not be suitable for highly regulated industries.	
Experience in the Market	Extensive experience: Tailored assessments for various industries and job roles. Consulting services available.	Relatively new player - may lack the experience and track record of Mettl and Psychometrica	
Reach	Global reach: Offices in multiple countries, suitable for international hiring.	Limited global reach: Focus is primarily on India and emerging markets.	Strong focus on India: Deep understanding of the Indian market and workforce.
Additional Features	Focused for those needing expertise in specific areas like personality and cognitive assessments.		Its existence since 1982 suggests its familiarity with best practices and experience in developing reliable assessments
Pricing	Potentially higher pricing: Fixed plans might not be cost-effective for low-volume use.	Competitive and Flexible options based on usage, potentially cost-effective for smaller organizations	Potentially higher costs: Customizations and consulting services might be expensive.