

EQUALTURE



# How 87,000+ Candidates Experienced Equalture's **Game**-Based Assessments in 2025

Equalture's Annual Candidate Experience Report

2025 Edition

Based on candidate input from global enterprises



# A word from Equalture's CEO, Charlotte

"Hiring is no longer about predicting who will repeat the past. It's about identifying who can succeed next. Yet many hiring processes still rely on outdated signals: CVs, late-stage assessments, and interviews that reward confidence more than capability.

At Equalture, we strongly believe assessments should be the first serious step in the hiring process, not the last. Used early, they:

- Objectively surface potential before bias and first impressions take over
- Identify who will actually perform, not just who interviews well
- Reduce interviews & automate screening
- Create a fairer starting point for every candidate

Until recently, this shift wasn't practical though. Traditional assessments were too long, too academic, and too disconnected from candidates' reality — especially for frontline roles. Game-based assessments changed that. They are short, fun & fair.

But while game-based assessments have become more widely known, we also see skepticism: Do they really work for all roles, industries and seniority levels?

Those are fair questions, and it's exactly why we track candidate experience so closely. This annual report exists to overcome skepticism, using real data from real hiring processes. In 2025, over 87,000 candidates left feedback after completing our game-based assessments. Their feedback helps move the conversation from opinion to evidence.

In a world where work changes constantly, competencies travel better than credentials. Learning ability, adaptability, and behavioural skills predict performance better than past job titles ever could. That's why assessments must become the quality gate at the front of hiring. What we see today is telling. Candidates in retail at Rituals, logistics at DHL, and professional roles at EY rate their game-based assessment experience almost identically. The assessment is no longer perceived as a barrier; it has become an opportunity and something truly fun. And that's exactly what we aimed for."

## Charlotte Melkert, Equalture's CEO

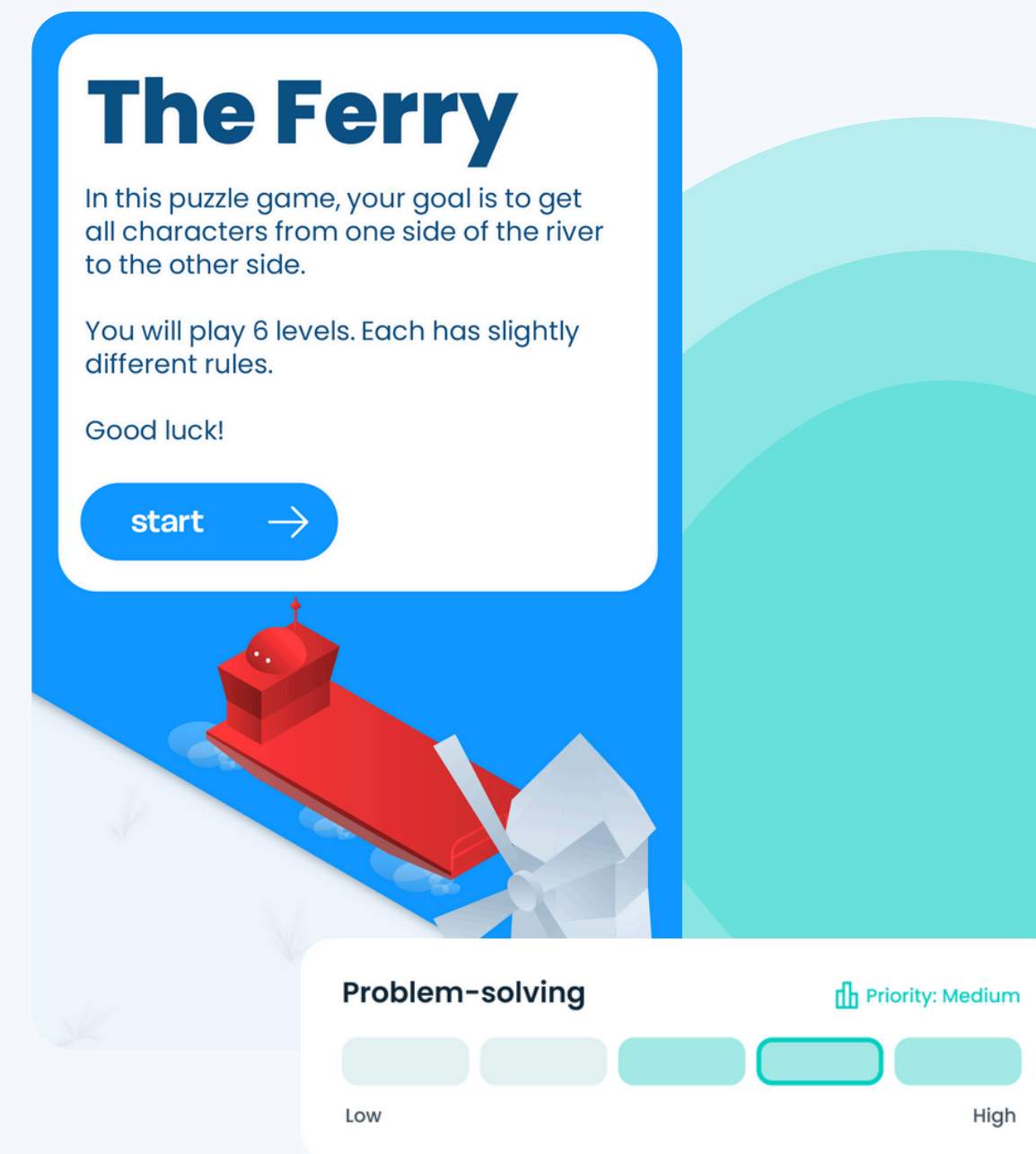


# What Are Game-Based Assessments?

Game-based assessments are psychometric hiring tools delivered through short, interactive games. Unlike traditional assessments that rely on self-report questionnaires or lengthy cognitive tests, they measure how candidates behave rather than what candidates say about themselves.

These tools capture observable behaviour through engaging interactions, focusing on competencies such as learning speed, decision-making, adaptability, productivity, or responsiveness to feedback. The approach represents a fundamental shift from abstract questioning to dynamic behavioural observation.

Equalture's game-based assessment platform helps global enterprises discover which competencies their top performers have in common, and then evaluates candidates on these competencies through a stress-free, low-barrier & fair experience.



**The Ferry**

In this puzzle game, your goal is to get all characters from one side of the river to the other side.

You will play 6 levels. Each has slightly different rules.

Good luck!

start →

**Problem-solving** Priority: Medium

Low High

# Why are organisations making the switch to a game-based assessment?

## 1

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### Candidate Experience

High drop-off rates, especially in frontline and early-career hiring, directly impact hiring speed and cost.

Candidates are willing to complete a short, interactive assessment early in the process. A long or tedious assessment would have caused dropoff — making it unusable for pre-screening.

## 2

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### AI Vulnerability

Classical cognitive tests can now be completed — or heavily assisted — using generative AI tools. Game-based assessments are fundamentally harder to fake, because:

- They measure dynamic behaviour over time
- Performance emerges from interaction, not static responses

## 3

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### Inclusion

Traditional assessments can unintentionally disadvantage candidates based on age, gender, ethnicity, or neurodivergence.

These biases rarely show up explicitly — but they accumulate in outcomes.

Game-based assessments reduce these effects because they avoid cultural interpretation, minimise reliance on confidence or presentation, and reduce time-pressure stress where irrelevant.

# How we measure Candidate **Experience** at Equalture

After completing a game-based assessment, candidates are invited to:

- Rate their experience on a 1–5 star scale
- Leave qualitative feedback

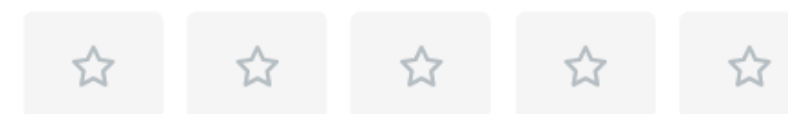
Key characteristics:

- Feedback is collected immediately after completion
- Participation is voluntary and anonymous
- Responses relate to actual hiring processes

Your assessment was sent. Thank you!

You will receive a confirmation email and your game scores within a few minutes. If you don't see it in your inbox, please check your spam or junk folder. If you have a moment, we'd like to ask you to rate your experience and share your feedback. Your responses will be anonymised and analysed collectively to help Equalture shape the future of unbiased hiring.

How would you rate this process?



What influenced your rating?

We'd love your thoughts – what did you enjoy and what could we improve?

Save feedback

# In 2025, Equalture collected **87,180** experience ratings.

From candidates across industries, job levels, age groups, and neurodivergent profiles.

Candidates rated their experience with Equalture's game-based assessments 4.44 out of 5 on average.

This report shows that:

- Game-based assessments are consistently well received across roles, seniority levels, and age groups
- Candidate experience remains high in frontline, technical, professional, and leadership roles
- Neurodivergent candidates report equally strong experiences
- Mobile-first, short-form assessment formats align with how candidates actually apply for jobs today
- Game-based assessments offer structural advantages over traditional tests, including AI resistance

The conclusion is not that game-based assessments are "more fun." The conclusion is that they are better aligned with modern hiring needs, both for candidates and for organisations hiring at scale.

## 2025 Dataset Overview

- 87,180 candidates left a rating
- 30,769 written comments
- Representation across:
  - Age groups (21–25 through 60+)
  - Blue-collar and white-collar roles
  - Neurodivergent profiles
- Device usage:
  - 65% desktop
  - 36% mobile
  - 75%+ mobile usage in frontline and blue-collar hiring

## Overall Candidate Experience with Game-Based Assessments



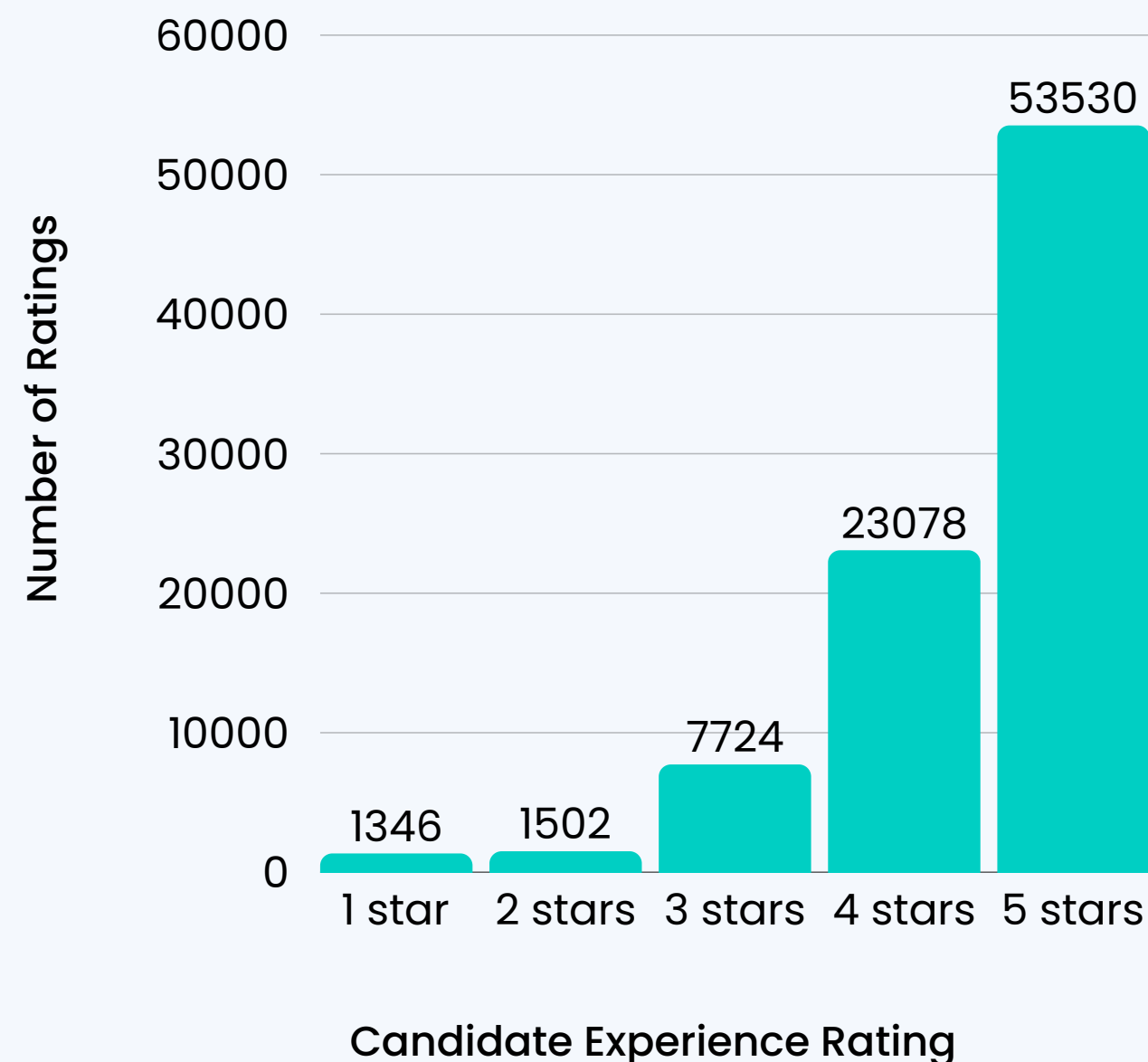
4.44 / 5

- Average candidate experience rating: 4.44 / 5
- Most candidates rate their experience positively:
  - 4- and 5-star ratings dominate
  - Negative ratings are uncommon
- For assessment methods — traditionally one of the weakest parts of candidate experience — this is a very high average rating.

**More than 88% of candidates rate the experience with 4 or 5 stars, while fewer than 2% give a 1-star rating.**

These results show that candidate experience with game-based assessments is overwhelmingly positive at scale, with strong approval rather than mixed sentiment.

The very small share of negative ratings indicates that poor experiences are the exception, not the norm, across roles, industries, and candidate groups.

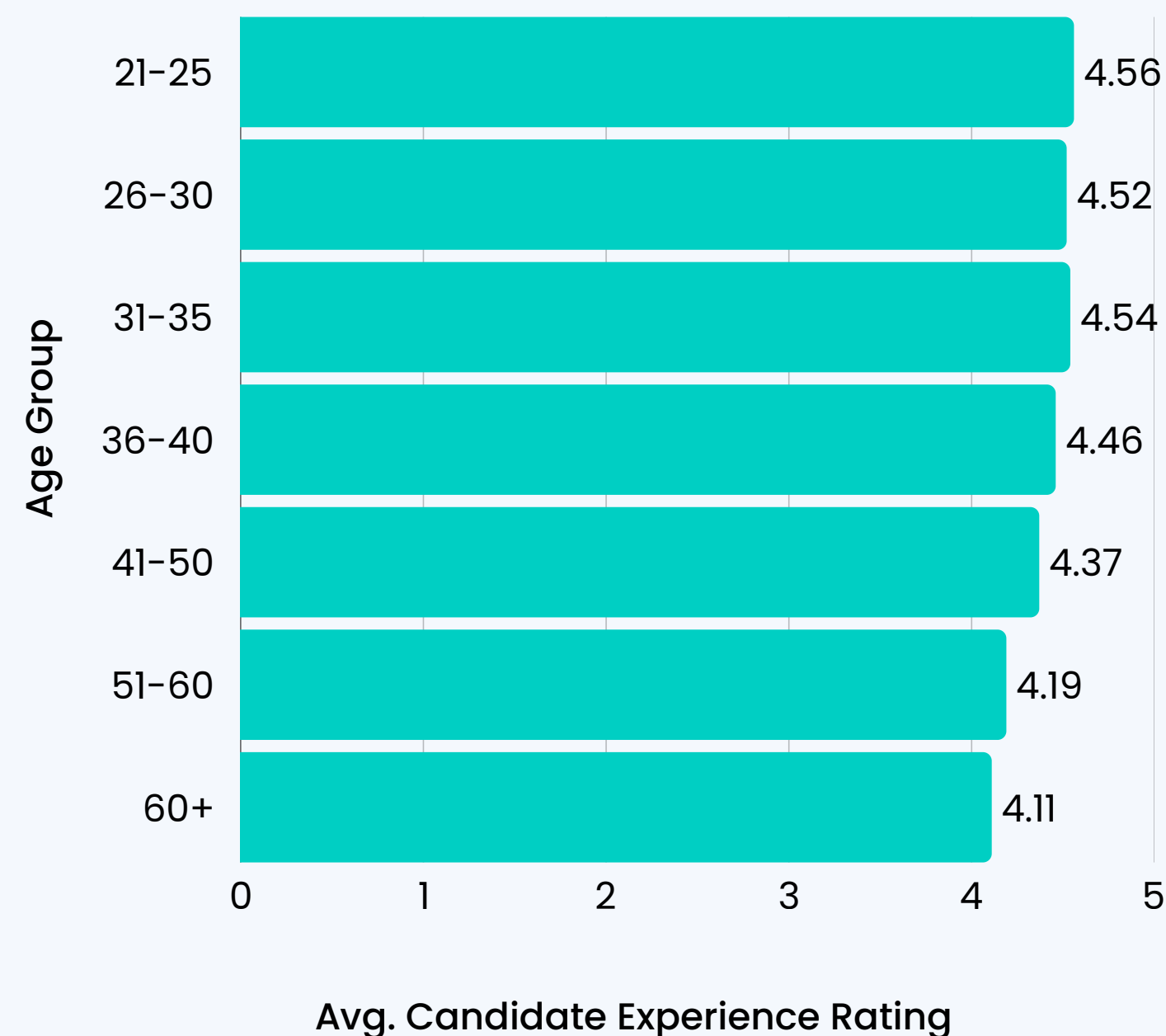


# Candidate Experience Across Age Groups

Across age groups, candidate experience with game-based assessments remains consistently positive, with the highest ratings among early-career candidates and only a gradual decline at higher ages.

Even candidates aged 50+ and 60+ still report a clearly positive experience, indicating that game-based assessments do not rely on “gaming skills” or generational familiarity with games.

From a practical perspective, this means organisations can confidently use game-based assessments across mixed-age talent pools without segmenting their assessment strategy by age. The results also highlight the importance of intuitive design, an important factor that appears to matter far more for older candidates than the game-based format itself.



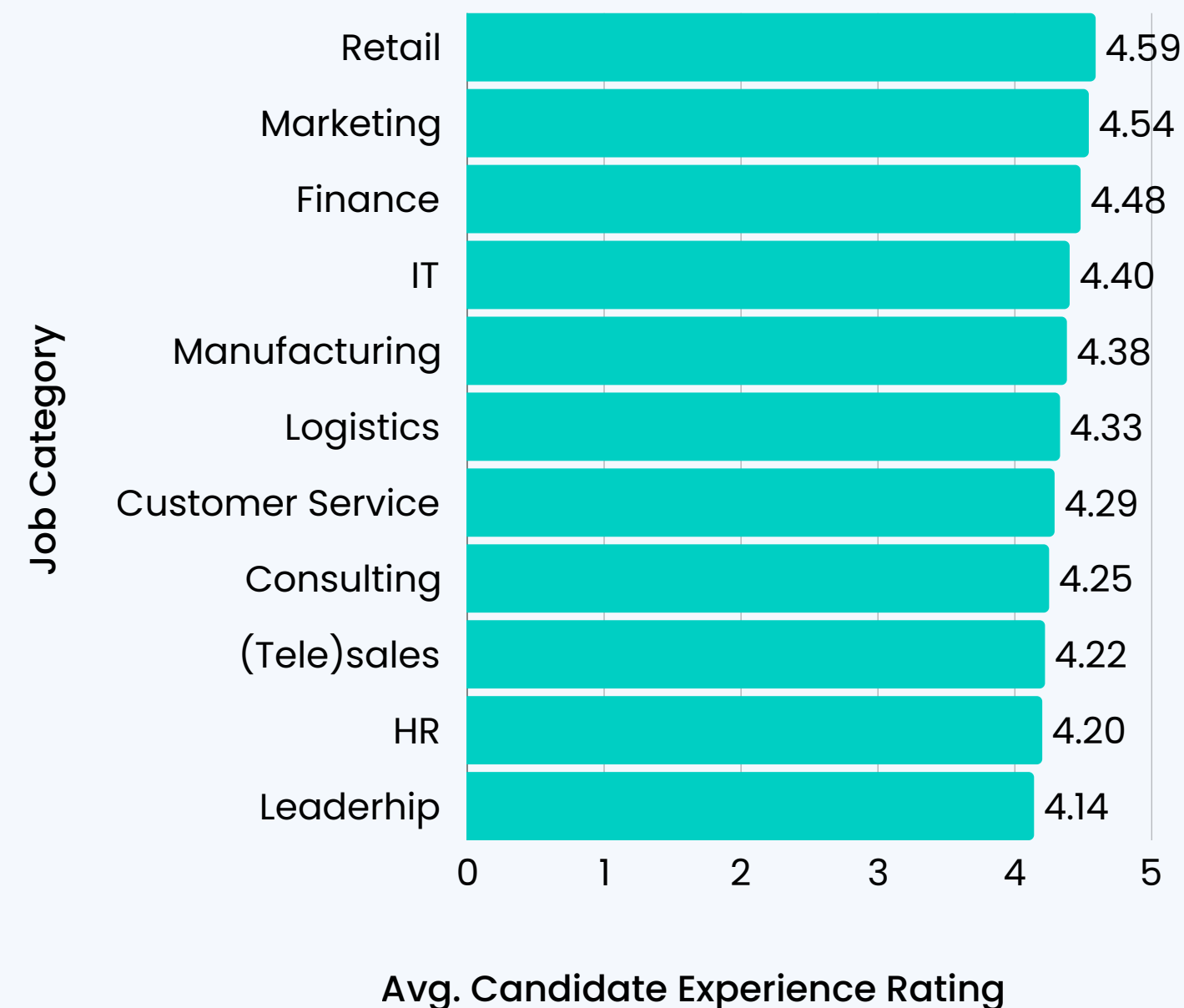
# Candidate Experience Across Job Categories

Across job categories, the results show a striking level of consistency in how candidates experience game-based assessments.

Whether candidates apply for:

- Retail roles (e.g. Rituals, Vodafone)
- Logistics and warehouse positions (e.g. DHL Express)
- Technical and manufacturing roles (e.g. Randstad) or
- Professional functions such as consulting, finance, and IT (e.g. EY, ASICS Technology)

Average experience ratings remain high and clustered within a narrow range. These results indicate that game-based assessments scale effectively across complexity levels and industries.

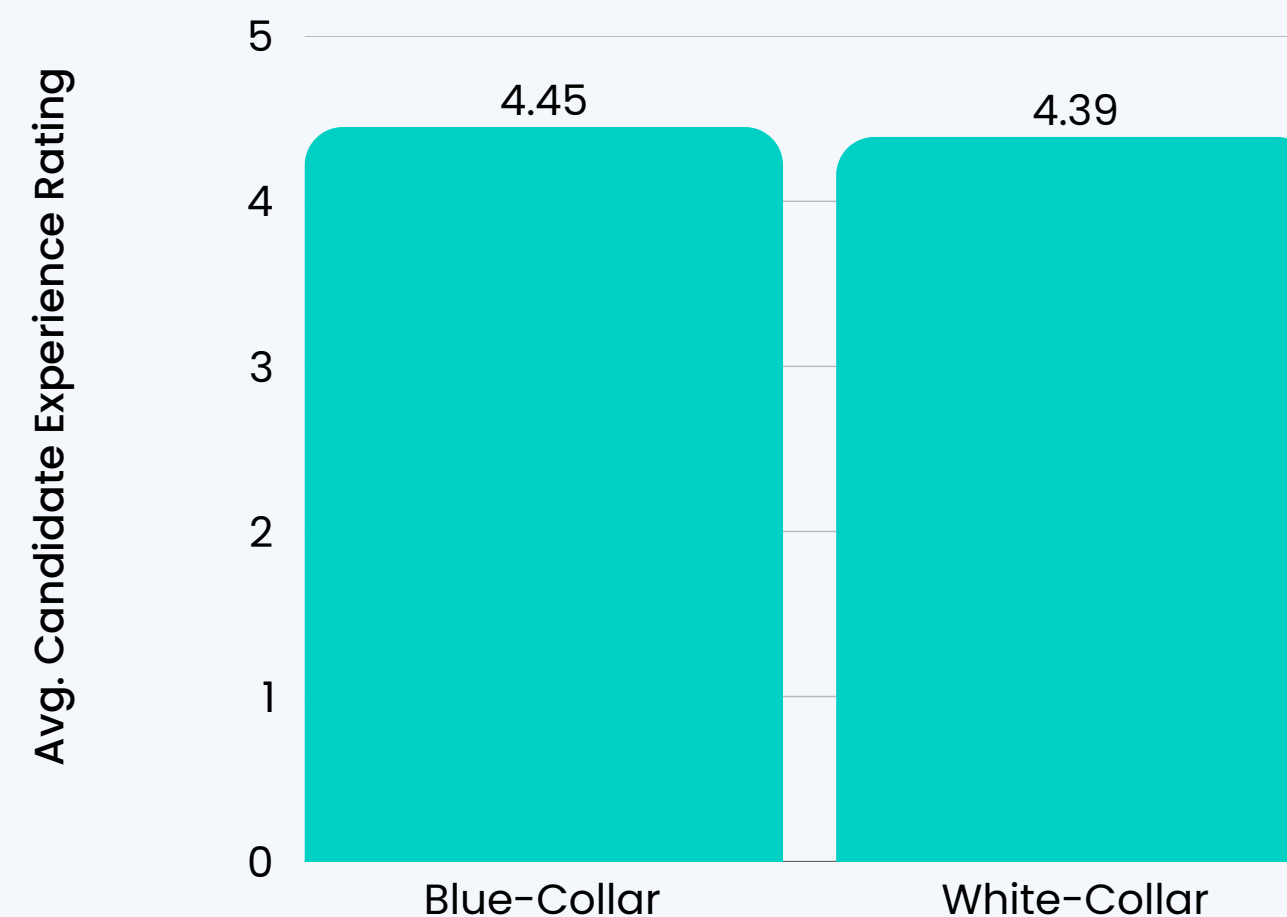


# No differences between Blue Collar & White Collar Candidates

Traditional assessment methods are often poorly suited to frontline and blue-collar workers, who typically apply on mobile devices, have limited time, and may be less familiar with formal testing environments. Game-based assessments are deliberately low-barrier (short, intuitive, mobile-friendly, and requiring minimal reading), making them well-suited as an early-stage pre-screening quality filter in volume hiring, where accessibility and completion are critical.

At the same time, candidates in more traditional white-collar roles also respond very positively to the games. Together, these results show that game-based assessments bridge a long-standing gap in hiring: they remove barriers for frontline talent while still being taken seriously—and appreciated—by candidates in highly professional roles.

White-collar roles refer to office-based and professional positions such as consulting, finance, IT, marketing, and leadership roles, while blue-collar roles include frontline, operational, technical, and manual positions such as retail staff, logistics workers, warehouse employees, technicians, and machine operators.



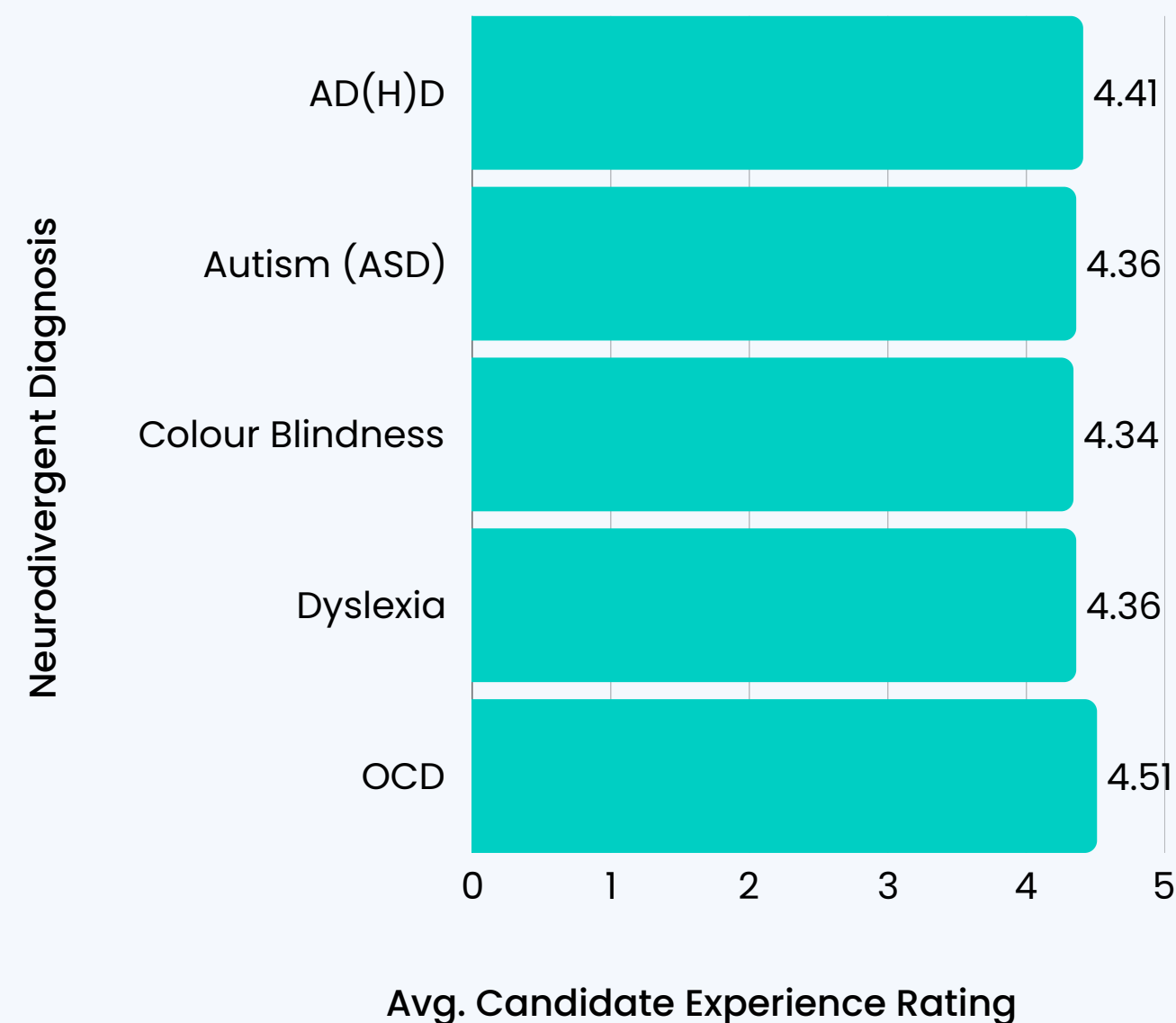
Blue-Collar vs. White-Collar Candidates

# Neurodivergent individuals report a very positive Candidate Experience

Results for neurodivergent candidates show that game-based assessments are experienced as highly accessible and fair.

Candidates with profiles such as AD(H)D, autism, dyslexia, OCD, and colour blindness rate their experience at levels comparable to the overall average. This suggests that behaviour-based, low-language assessment formats reduce common barriers found in traditional tests, such as heavy reading, time pressure, and reliance on test-taking strategies.

For organisations, this indicates that game-based assessments can support more inclusive hiring processes without requiring separate tools or accommodations.



# Sentiment Analysis: What candidates say

Alongside quantitative ratings, over 30,000 candidates left written feedback. The most common themes:

"

## "Fun and less stressful"

The assessment feels less stressful. Candidates describe the game-based format as reducing pressure compared to traditional tests. This boosts not only Candidate Experience, but also Completion Rates.

"

## "Fair way to show my talents"

It provides a fairer opportunity to demonstrate strengths. By focusing on potential and talent, rather than past accomplishments, candidates feel better able to show their "fit".

"

## "Breath of fresh air"

It stands out from traditional tests and reflects positively on the employer. Candidates clearly notice the contrast with traditional assessments, describing the games as more engaging and intuitive. As a result, many candidates interpret the use of game-based assessments as a signal that the organisation is modern, thoughtful, and invested in fair, candidate-friendly hiring practices.

# Why these insights matter for Recruitment Leaders

For Talent Acquisition leaders, Candidate Experience is no longer just a branding topic – it directly impacts hiring performance. The data in this report shows that game-based assessments translate positive candidate experience into clear operational advantages.

Organisations using game-based assessments benefit from:

- Lower early-stage funnel leakage, particularly in volume and frontline hiring
- More consistent completion rates, driven by short, mobile-friendly formats
- Reduced exposure to AI-assisted manipulation, through behaviour-based measurement
- Inclusive assessment at scale, without added processes or complexity
- One assessment approach across roles, from frontline to leadership

In practice, this allows hiring teams to spend less time managing drop-off and workarounds, and more time making confident decisions based on reliable signals of potential. Game-based assessments don't just improve experience – they help stabilise and future-proof the hiring funnel.

## How this impacts core hiring KPIs

- **Time-to-hire:** Higher completion rates and lower early drop-off reduce delays caused by empty pipelines and repeated sourcing.
- **Cost per hire:** Fewer drop-offs mean less wasted spend on attraction, advertising, and sourcing.
- **Funnel conversion:** Low-barrier, mobile-first assessments ensure more applicants reach later selection stages.
- **Diversity and representation:** Inclusive, behaviour-based design supports broader and more representative talent pools.
- **Assessment integrity:** AI-resistant measurement increases confidence that results reflect real candidate behaviour, not test-taking strategies.

EQUALTURE

# Game-Based & Competency-Driven Hiring

Uncover the competencies your top-performers have in common. Then measure those same competencies in candidates through an engaging, stress-free & fundamentally fair experience.

Based on candidate input from global enterprises

