

Turn every interview into a talent signal

Structured interviews, AI intelligence, and human judgment in one workflow. Score every candidate on the same scientific foundation. Hire with confidence.



THE PROBLEM

Interviews shouldn't be the weakest link.

Hiring teams invest in sourcing, screening, and assessments. Then the interview stage undoes the work. Unstructured questions. Scattered notes. A different tool for video, scheduling, evaluation, and ATS sync. The result: slow hiring, inconsistent decisions, and a candidate pool judged on gut feel instead of evidence.

2x predictive validity

Structured interviews predict performance twice as well as unstructured ones.

75% faster screening

Async video interviewing cuts a 20-min phone screen down to a 5-min review.

82% hiring success rate

Criteria customers hit 82% vs. the 54% national average.

MEET PREDICTIVE INTERVIEWING

One product line. Three ways to interview.

Pick the mode that fits the role. Score every candidate on the same scientific foundation. Feed every decision with the same Talent Signal.

ASYNC VIDEO

Meet candidates at scale.

One-way recorded interviews that replace the phone screen and surface the right candidates faster.

REAL-TIME VIDEO

Live interviews, finally one tab.

Two-way video, structured guides, evaluation, and AI insights in the browser. No bots in the meeting.

AI INTERVIEW AGENT

A predictive interview, on demand.

An AI-conducted voice interview that asks pre-defined questions and probes only when needed.

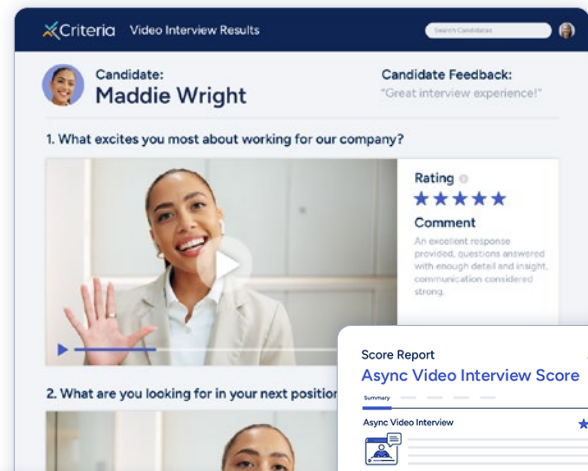
COMING SOON

ASYNC VIDEO INTERVIEWING

Meet candidates at scale.

Send one structured interview to every applicant. Candidates record on their own time, on any device. Hiring teams review on theirs. Cut a 20-minute phone screen to a 5-minute video review without losing the signal.

- ✓ Pre-built question library, or film your own.
- ✓ **Blind review tools:** Mask names, hide video, disguise voice.
- ✓ **Independent evaluations:** Reviewers score before seeing each other.
- ✓ **ATS-ready:** Scores and notes flow into 50+ systems.
- ✓ Use later in the funnel for a Job Simulation.

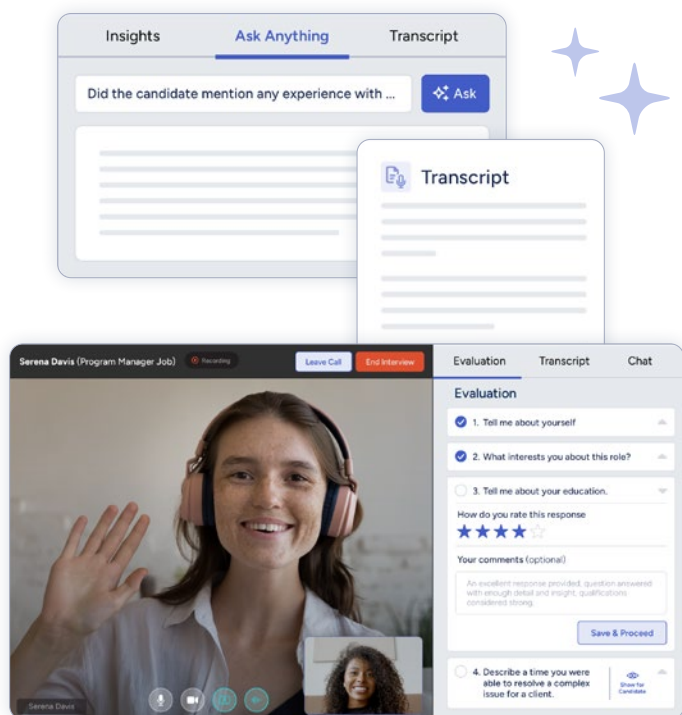


AI Interview Summary



ADD-ON: AI SCORING Score every interview, automatically. ✨

Add AI scoring as accurate as an expert grader, plus transcripts, summaries, and insights across the entire Predictive Interviewing line. Works with async, real-time, and AI-conducted interviews.



REAL-TIME VIDEO INTERVIEWING

Live interviews, one tab.

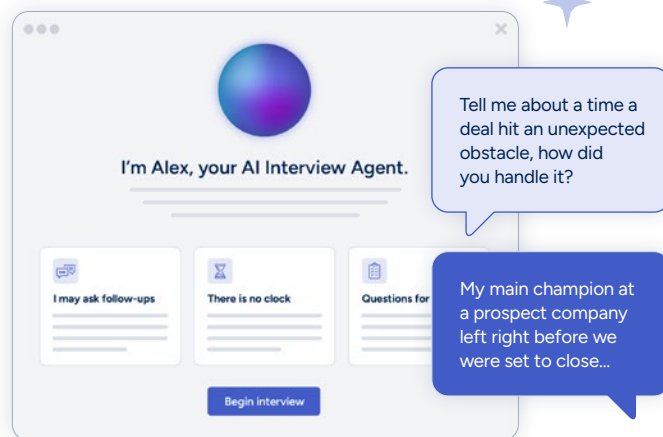
Two-way video, structured guides, evaluation, and AI insights in the browser. No bots in the meeting, no toggling between tools. Your interviewer runs the conversation. The rest of the team reviews AI summaries, key moments, and full transcripts later. Nothing gets dropped between interview and offer.

- ✓ **AI transcripts and summaries:** generated automatically after every call.
- ✓ **Key moments:** Jump to parts that matter.
- ✓ **Ask Anything:** Query any interview in plain language with built-in guardrails.
- ✓ **BARS scoring built in:** Structured rubrics, consistent ratings.
- ✓ **Audit-ready:** Consent capture, retention controls, full trail.

AI INTERVIEW AGENT COMING SOON

A predictive interview, on demand.

An AI-conducted voice interview that runs in the browser, asks your pre-defined questions, and probes only when it needs to. Candidates respond by voice or chat, can interrupt naturally, and follow along with a live transcript. Every conversation is calibrated. Every score is auditable.



Intelligent follow-ups

The agent assesses coverage and skips what's already answered.

Specialized AI layers

Separate models handle voice, response assessment, and interview flow. Auditable, consistent, defensible.

Human and AI, side-by-side

Full visibility into how scores are calculated. Neither is treated as more authoritative by default.

4,000+
customers
served

80M+
assessments
delivered

ISO 42001
certified for
responsible AI

96%
candidate
satisfaction

WHICH MODE FITS YOUR ROLE

Pick the right interview mode.

Three ways to interview, same scientific foundation. Use the table to find the fit.

What You Need	Async Video	Real-Time Video	AI Agent
High volume, fast screening	Best Fit	Heavy Lift	Best Fit
Two-way conversation	No	Best Fit	Best Fit
Always available, no scheduling	Best Fit	No	Best Fit
Executive or senior roles	Limited	Best Fit	Use case dependent
AI scoring on the call	Add-on	Add-on	Built-In
Candidate can ask questions back	No	Yes	Yes

TRUST AND RESPONSIBLE AI

Trust, audited. Not just claimed.

Criteria is ISO 42001 certified, the world's first international standard for AI management systems. Our governance, risk, transparency, and accountability practices have been audited by an external body.

✓ ISO 42001 Certified

Independently audited AI management system.

✓ Bias Controls Built In

Blind review, structured rubrics, guardrails on protected characteristics.

✓ Explainable AI

Every AI score shows its work, side-by-side with human scoring.

✓ I/O Psych Led

Every tool validated by our science team.

✓ ISO 27001 Compliant

Enterprise-grade data protection, localized sovereignty.

✓ GDPR, CCPA, APP

Compliant with the privacy standards your legal team checks for.

THE TALENT SIGNAL PLATFORM

From application to first year.

Predictive Interviewing slots into the Talent Signal platform. Pair it with assessments before the interview and development tools after the hire, for one continuous picture of every candidate from the first application through their first year.

82% hiring success rate (54% national avg.)

65% reduction in turnover (Customer case study)

7x increased revenue from sales (Customer case study)

50+ ATS and HRIS integration partners

See predictive interviewing in action

Walk through Async, Real-Time, and the AI Interview Agent with a Criteria specialist. Bring your toughest role. We'll show you how the signal comes together.

[Book a Demo](#)