

INDUSTRY

Financial
Services

COMPANY SIZE

1,000-5,000

OBJECTIVE

Improve
Efficiency

SOLUTION

CCAT

Criteria Cognitive
Aptitude Test

Personality

Async Video
Interviewing

AI Scoring

RESULTS

Faster, fairer
process; greater
predictive power

Investment Firm Achieves Faster, Fairer Hiring with Async Video Interviewing and AI Scoring

The Challenge

A large, publicly traded asset management firm runs a high-volume early career hiring program that receives over 20,000 video interview submissions each year. With that kind of scale, the talent acquisition team only had time to review about 30% of those interviews, leaving 70% of candidates, and potentially some of their strongest applicants, completely unreviewed. The team needed a way to evaluate every candidate fairly, without adding strain to an already busy hiring team.

The Solution

The firm adopted Criteria's hiring platform, combining the Criteria Cognitive Aptitude Test (CCAT), a personality assessment, and Async Video Interviewing with the AI Scoring add-on.

Criteria's **Async Video Interviewing solution** allows applicants to record their responses to structured interview questions on their own schedule, eliminating the logistical challenge of coordinating live interviews at scale. Every candidate answers the same questions in the same format, creating a consistent and comparable experience across the entire applicant pool.

Next, by layering the **AI Scoring add-on**, the firm ensures that every video interview gets reviewed by automated, objective scoring. Built on cutting-edge AI and 20+ years of I/O psychology research, AI Scoring evaluates every video interview response with the same accuracy as an expert human grader, scoring candidates based solely on interview content rather than appearance or tone of voice. The result is a fully structured interview process that delivers predictive insights at a fraction of the manual effort.

The Results

The impact of implementing Criteria's platform, and AI Scoring in particular, was immediate and measurable across several dimensions.

100% of Candidates Reviewed, Creating a Fairer Process

The most significant outcome was the most straightforward: for the first time, every single video interview was scored. The firm went from reviewing 30% of interviews to evaluating 100%, without adding headcount or extending timelines. No candidate falls through the cracks.

3,000+ Hours Saved

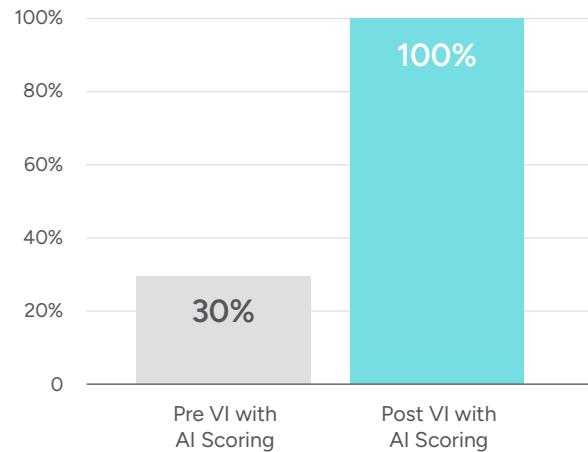
Beyond coverage, the efficiency gains were substantial. By automating the scoring of video interviews, the firm saved over 3,000 hours of manual review time. Those are hours that can now be redirected toward higher-value activities: building candidate relationships, conducting final-round interviews, and improving the overall quality of the hiring process.

99.2% Increase in Predictive Power

Perhaps the most compelling finding is what happened to predictive validity when AI Scoring was added to the mix. When used in combination with Criteria's cognitive and personality assessments, adding AI Scoring increased the predictive power of the hiring process by 99.2%.

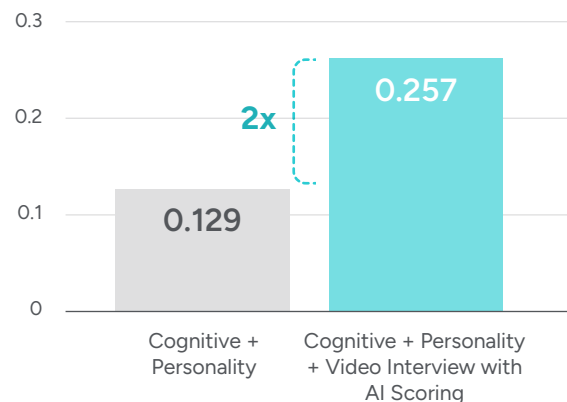
In practical terms, this means the firm is now far more likely to identify candidates who will actually succeed in the role. The data tells a clear story: the R^2 (a measure of predictive validity) nearly doubled when IIQ was added alongside psychometric assessments, going from 0.129 to 0.257.

Video Interviews Evaluated



100% of video interviews evaluated, creating a fairer process for all candidates.

Predictive Validity (R^2)



99.2% increase in predictive power by adding structured interview data alongside psychometric assessments in early recruitment stages.

A Faster, Fairer Process for Every Candidate

Beyond the numbers, the qualitative impact of this solution is equally meaningful. With Async Video Interviewing and AI Scoring, every candidate who submits a video interview is guaranteed a fair, consistent evaluation. The process is no longer subject to reviewer availability, timing, or inconsistency. Whether a candidate applies on day one or day thirty, they receive the same structured, objective review.