



COGNISESS CASE STUDIES

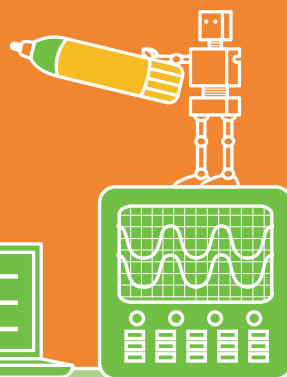
The Predictive Analytics Platform for People



Cognisess is a predictive people analytics company

Our software platform Cognisess Deep Learn™ helps companies understand the current and future value of their most important and expensive asset: people.

We democratise human talent, for the benefit of employees and employers alike.



PEOPLE

PROBLEMS

- > One third of employed people are already job searching after they've been in their current role for less than 6 months*
- > Companies turn over upwards of 60% of their entire talent base within 4 years*
- > 87% of employees worldwide are not engaged in what they do**

COGNISESS

SOLUTIONS

- > **Candidate recruitment** – Cognisess helps you to find and secure the right talent
- > **Employee productivity** – Cognisess defines what best looks like for you
- > **Organisational design** – Cognisess ensures you understand what makes your organisation effective

Sources:

* Onboarding Margin Survey, 2016

** Gallup Employee Engagement Survey, 2016

VOLKSWAGEN GLOBAL



Predictive people analytics for a global car manufacturer

VW is a global brand with a long history. The largest car manufacturer in Europe, its global sales revenue was €213bn in 2015.

Cognisess worked with the Head of Recruitment at the UK Division, with 800 permanent staff members supporting over 1000 dealerships operated under a franchise model.

- > Cognisess enabled Volkswagen UK to hire capable sales people consistently across dealerships, reducing bias from individual franchises
- > Consistency in hiring was ensured not just across dealerships, but also across brands and roles
- > Success was achieved particularly for difficult to fill positions, such as in customer support and sales



“We want to roll this out so we can use Cognisess across our network, moving away from industry assumptions”



"We've been able to accurately identify the key attributes of high performers and apply the benchmarks to recruit more effectively"

INTERCONTINENTAL HOTELS GROUP GLOBAL



Applying Cognisess Deep Learn™ with a global hotel company

IHG operates in 98 countries across 5 continents, with 11 brands and over 5,000 hotels. 168 million guests bring in gross revenue of \$23bn.

With 350,000 employees, Cognisess focussed on the recruitment of General Managers for this boutique brand operating a franchise model.

- > Cognisess identified 'what good looks like' for General Managers, protecting core hotel and brand values while improving staff retention
- > Cognisess identified key competencies for the General Manager role, creating a benchmark containing more than 20 attributes by profiling the top performing General Managers

SPLEND AUSTRALIA



Implementing a better driver project with a leading transport platform

Splend is a vehicle rental service for Uber drivers in Australia. With a mission to help members to become more profitable, safer and happier drivers, Splend is Australia's preferred vehicle supplier for on-demand rideshare and delivery services.

> Over a period of 9 months, Cognisess collected driver profiles of Splend users - incorporating cognitive, emotional and personality attributes

> 1,300 users have been profiled, serving as an excellent cohort for the creation of driver benchmarks and deeper analysis



"We want Cognisess to further analyse our driver data using its machine learning tool, Deep Learn™"



"It's a non-biased data packed tool that reveals things people don't put in their CVs"

MYOPTIQUE
UK

MyOptique

Raising customer service staff performance in an international eyewear company

MyOptique is a leading online eyewear company with a rapidly expanding customer service division. Based in the UK, Sweden and Germany, it has 6 brands and 3 million customers.

> Cognisess profiled all customer service staff, identifying the qualities of top performers and creating benchmarks for successful future recruitment

> In-depth reports gave MyOptique valuable insight into their current employees while improving the quality of future hires

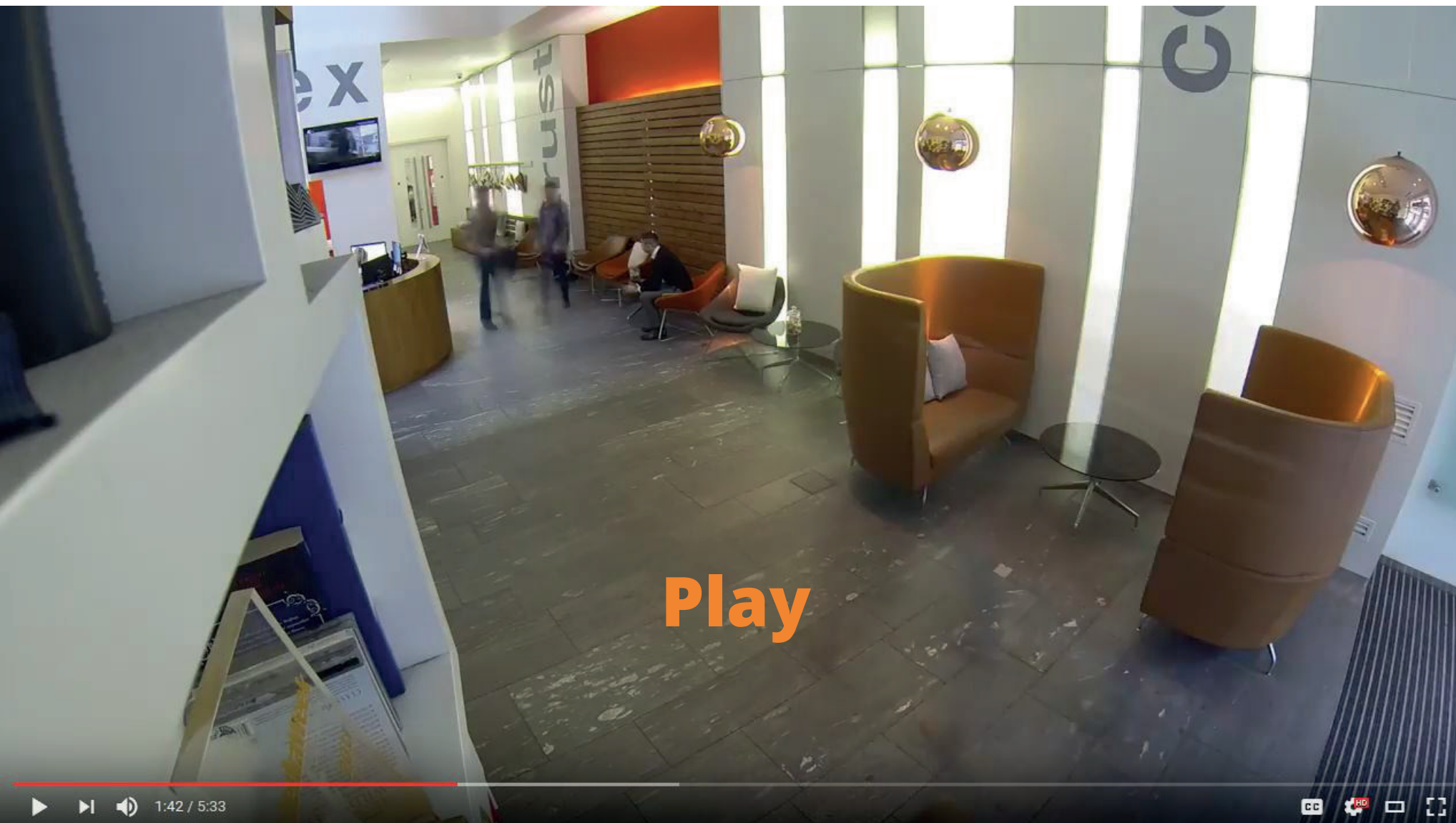
Differentiating performance in consultants

CIL is an independent management consultancy that provides evidence-based advice to assist clients to grow their business, manage risk and make better investment decisions. It partners with the executive teams of large businesses, high growth SMEs, leading private equity funds and other financial institutions.

- > Cognisess was able to differentiate between high and low performers in order to improve the recruitment of consultants
- > CIL discovered that their consultants all shared some specific traits and tended to perform well in certain circumstances.



"It's an affordable and data driven tool that helps lighten our HR load and build a robust profile of what good looks like"



HAVAS

MEDIA GROUP

GLOBAL



Understanding innovation in an international media company

Havas Media Group is one of the leading global communications and marketing networks. It consists of three main media brands Havas Media, Arena Media and Fullsix Media, all of which work alongside Havas Sports & Entertainment, the industry's largest global brand engagement network.

> Cognisess revealed that high openness to experience, high extraversion and high emotional stability all correlated with being innovative, along with low agreeableness and fewer positive emotions

> Cognisess also identified that having lower scores in areas of cognition including spatial recall (i.e. storing and recalling details), impulse control and focus and concentration are also predictive of being innovative



Pioneering a new stage of performance measurement and enhancement for athletes

DEEP LEARN™ IN YOUR HELMET



Using Cognisess' propriety Deep Learn™ machine learning system, along with the combination of car telematics, cognitive performance measures from the Cognisess platform, and the 'brain telemetry' now being piloted, Cognisess is pioneering a new stage of fully integrated performance measurement and enhancement for elite athletes.

Training the next Lewis Hamilton – one neuron at a time, in real-time

Cognisess is carrying out ground breaking research with the Young Drivers Racing Academy (YRDA) to introduce what can be described as 'brain telemetry'.

Using the Muse EEG headset technology, Cognisess has fitted custom built ultra-slim EEG technology into a full-face race helmet, to give real time information on the driver's state of mind and level of concentration. The YRDA will use this technology to complement their driver training programme.



Dairy for life

What good looks like

By using Cognisess assessments to benchmark the organisation's fleet drivers, it has been possible to provide data and insight into the link between emotion, cognition, personality, and safe driving.

With prudent driving as the focus, the 'quintessential' driver can be better understood. This was achieved by merging telematic data and the data obtained through Cognisess.

The findings identify key Cognisess and organisational driving attributes; this can be used to inform coaching, team selection and future talent ID.

Predictive analytics

> More accurate driver screening.

> More targeted coaching & training.

> Best fit recruitment templates.



CUSTOMERS

Corporate

Cognisess works with organisations to improve candidate selection and employee performance, with a particular focus on customer-facing roles. The Cognisess Deep Learn™ engine allows pre-screening of thousands of applicants in moments based on your requirements, which can include talent benchmarks set by high performing current employees.



01 ASSESS

Profile employees and candidates across 80+ attributes using Cognisess Deep Learn™



02 BENCHMARK

Compare users against pre-defined benchmarks in real time, saving time and money



03 REPORT

View reports and data, circulate to managers and feedback to candidates and employees



04 DEVELOP

Boost performance and develop your people with personalised training and development tools



05 FEEDBACK

Generate user feedback over regular periods to report on progress and update management KPIs

Education

Cognisess collaborates with educational institutions around the world to improve student self awareness and create solutions for the employability skills gap. Via our personalised online platform, we support students in understanding their own unique talents and finding fulfilling career and job matches.

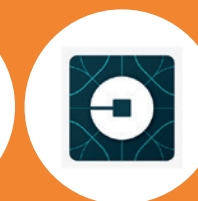
OUR PARTNERS

We work with partners around the world, including leading institutions, cognitive neuroscientists, psychologists and researchers.



COMPANIES WE WORK WITH

We work with a broad range of businesses across all sectors, levels and geographies, to improve recruitment, productivity and organisational design.





Cognisess

Contact

For more information about how we can help your organisation.

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