

# OPTO



## EVIDENCE-BASED RECRUITMENT THAT SUPPORTS BUSINESS PERFORMANCE

**INSTANTLY SOURCE, FILTER AND RECRUIT TALENT BASED ON OBJECTIVE PERFORMANCE CRITERIA, BUILT-IN ANALYTICS AND INTUITIVE REPORTING**

- + *Instantly filter and match candidates based on objective criteria*
- + *Eliminate bias and improve quality in talent acquisition*
- + *Create a professional candidate experience and support your employer brand*
- + *Improve processes and reduce complexity, time spend-per-hire and total cost*

**master™**  
VALUE PEOPLE

SEEK AND EMPLOY





# HOW DO YOU ELIMINATE BIAS AND IMPROVE QUALITY AND TRANSPARENCY IN RECRUITING?

*OPTO enables you to assess and hire based on objective job and performance criteria and use analytical insights to create the right hiring funnel.*



## TRUST YOUR INSTINCT OR RELY ON FACTS?

Using data to support evidence-based recruiting helps eliminate bias and empowers you to quickly, easily and efficiently match candidate and job.

OPTO combines the latest science in personality profiling and performance with easy-to-use testing that enables any decision maker, whether in line of business, HR or external consulting to take informed hiring decisions while creating a much better candidate experience.

OPTO's self-explanatory and intuitive management and reporting tools will eliminate bias and improve transparency. The combination of unique performance analytics and decision support creates a whole new experience and level of quality in every aspect of attracting, sourcing, acquiring and developing talent.

### Digitalisation means more efficient workflows

Actively engaging users like HR directors, consultants, business partners and head hunters from different industries has been vital to build an intuitive interface that delivers vital answers and optimizes analysis for simplicity, flexibility and scalability.

As part of the METIS platform, OPTO is an online personality test that gives you all the advantages of data, analytics and digitalisation of processes including lower cost per hire and total cost-of-ownership.

OPTO is open for collaboration with almost any end-to-end HR platform and future 3rd party solutions.

### THE BEST PEOPLE FOR SUCCESSFUL ORGANISATIONS

Master International creates digital HR solutions that help companies leverage their HR data intelligently and strategically to add value to their business.

#### WHAT IS OPTO?

- + Data-driven candidate assessment that improves quality of decisions in recruiting
- + Analytical insight with objective job and business performance criteria
- + Digitalisation that creates internal efficiencies and lowers cost
- + Graphic, user-friendly, intuitive and scalable output matching different roles and reporting needs

#### WHY OPTO?

Using data to automate and eliminate bias is the smart way to improve decision-quality in recruiting, strengthen overall business performance and create transparency across geographical, cultural and professional borders.

- + Improve overall quality and success rate and support business performance criteria
- + Easily adopt evidence-based recruiting across any organisation
- + Reduce cost per hire and total cost-of-ownership.

*"Behavioural insights increased the chance of selecting a high performer from 20 % to 57 %"*

**SOURCE: ANALYSIS SHOWING THE DIFFERENCE BETWEEN CURRENT RECRUITMENT PRACTICES AND OPTO**

OPTO is one of many solutions available on the Master People Platform. Master People Platform brings all of your assessment tasks together in a unified, efficient workflow.