



CASE STUDY:

Hiring Candidates with a Strong Work Ethic & Drive

AT A GLANCE

- **Client:** Atlantic Sotheby's International Realty, connecting the finest Real Estate professionals to the most prestigious clientele in the world.
- **Challenge:** Hiring decisions based on subjective impressions rather than objective assessment data
- **Solution:** Implemented HR Avatar's whole-person assessments for Assistant and Sales roles
- **Results:** Improved hiring accuracy, stronger work ethic, and better candidate alignment

IMPACT

- Objective hiring decisions led to stronger, more committed employees.
- Improved alignment between job expectations and candidate abilities.
- Streamlined screening for remote and multilingual candidates.

THE CHALLENGE

The company's interview process made candidates appear **one-dimensional**, leading to hiring decisions based on instinct rather than measurable traits. As a result, new hires often lacked the desired abilities and character traits required for long-term success.

THE SOLUTION

HR Avatar's **whole-person assessments** were introduced to evaluate not only skills and knowledge but also cognitive ability, personality, emotional intelligence, and job-specific traits.

- For **Assistant roles**, HR Avatar's **Customer Service Assessment** measured analytical thinking, work ethic, adaptability, problem-solving, and self-control.
- For **Sales roles**, the **Telemarketer Assessment** evaluated selling fundamentals, phone skills, empathy, and attention to detail.
- The assessments enabled a **deeper understanding of each candidate**, ensuring better hiring decisions and improved role alignment.

KEY FINDINGS

Higher Hiring Accuracy

The company identified top-performing hires with **100% accuracy**.

Strong Work Ethic

Top hires exhibited greater **drive, commitment, and teamwork**.

Improved Candidate Screening

Assessments helped evaluate **remote, Spanish-speaking applicants** on analytical thinking and English proficiency.